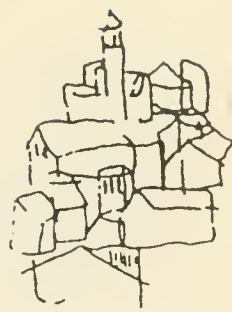


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HARBORWALK - PHASE I  
SIGNAGE SYSTEM  
QUALIFICATIONS PACKAGE FOR  
BOSTON REDEVELOPMENT AUTHORITY  
JANUARY 4, 1989



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HARBORWALK - PHASE I  
SIGNAGE SYSTEM  
QUALIFICATIONS PACKAGE FOR  
BOSTON REDEVELOPMENT AUTHORITY  
JANUARY 4, 1989







January 4, 1988

Ms. Emel Hadzipasic  
Senior Planner  
Harbour Planning and Development  
Boston Redevelopment Authority  
One City Hall Square  
Boston, MA 02201

Dear Ms. Emel Hadzipasic;

Favermann Design is pleased to submit the following statement of qualifications for your review. We are especially interested in the Harbourwalk Phase I Signage System Project. We feel that all our past experience has given us the credentials and background to be particularly suited for this particular program.

Our whole staff and subconsultants are eager to work on this project. Thank you for your consideration.

Your very truly,

Mark L. Favermann  
President, Favermann Design



# Architect-Engineer and Related Services 254 Questionnaire

## Purpose:

The policy of the Federal Government in acquiring architectural, engineering, and related professional services is to encourage firms lawfully engaged in the practice of those professions to submit annually a statement of qualifications and performance data. Standard Form 254, "Architect Engineer and Related Services Questionnaire" is provided for that purpose. Interested A/E firms (including new, small, and/or minority firms) should complete and file SF 254's with each Federal agency and with appropriate regional or district offices for which the A/E is qualified to perform services. The agency head for each proposed project shall evaluate these qualification resumes, together with any other performance data on file or requested by the agency, in relation to the proposed project. The SF 254 may be used as a basis for selecting firms for discussions, or for screening firms preliminary to inviting submission of additional information.

## Definitions:

**"Architect-engineer and related services"** are those professional services associated with research, development, design and construction, alteration, or repair of real property, as well as incidental services that members of these professions and those in their employ may logically or justifiably perform, including studies, investigations, surveys, evaluations, consultations, planning, programming, conceptual designs, plans and specifications, cost estimates, inspections, shop drawing reviews, sample recommendations, preparation of operating and maintenance manuals, and other related services.

**"Parent Company"** is that firm, company, corporation, association or conglomerate which is the major stockholder or highest tier owner of the firm completing this questionnaire; i.e. Firm A is owned by Firm B which is, in turn, a subsidiary of Corporation C. The "parent company" of Firm A is Corporation C.

**"Principals"** are those individuals in a firm who possess legal responsibility for its management. They may be owners, partners, corporate officers, associates, administrators, etc.

**"Discipline"**, as used in this questionnaire, refers to the primary technological capability of individuals in the responding firm. Possession of an academic degree, professional registration, certification, or extensive experience in a particular field of practice normally reflects an individual's primary technical discipline.

**"Joint Venture"** is a collaborative undertaking by two or more firms or individuals for which the participants are both jointly and individually responsible.

**"Consultant"**, as used in this questionnaire, is a highly specialized individual or firm having significant input and responsibility for certain aspects of a project and possessing unusual or unique capabilities for assuring success of the finished work.

**"Prime"** refers to that firm which may be coordinating the concerted and complementary inputs of several firms, individuals or related services to produce a completed study or facility. The "prime" would normally be

regarded as having full responsibility and liability for quality of performance by itself as well as by subcontractor professionals under its jurisdiction.

**"Branch Office"** is a satellite, or subsidiary extension, of a headquarters office of a company, regardless of any differences in name or legal structure of such a branch due to local or state laws. "Branch offices" are normally subject to the management decisions, bookkeeping, and policies of the main office.

## Instructions for Filing (Numbers below correspond to numbers contained in form):

- 1 Type accurate and complete name of submitting firm, its address, and zip code

1a Indicate whether firm is being submitted in behalf of a parent firm or a branch office. (Branch office submissions should list only personnel in, and experience of, that office.)

- 2 Provide date the firm was established under the name shown in question 1
- 3 Show date on which form is prepared. All information submitted shall be current and accurate as of this date.

- 4 Enter type of ownership, or legal structure, of firm (sole proprietor, partnership, corporation, joint venture, etc.)

Check appropriate boxes indicating if firm is (a) a small business concern; (b) a small business concern owned and operated by socially and economically disadvantaged individuals; and (c) Women owned. (See 48 CFR 19.101 and 52.119-9.)

- 5 Branches of subsidiaries of large or parent companies, or conglomerates, should insert name and address of highest tier owner.

5a If present firm is the successor to, or outgrowth of, one or more predecessor firms, show name(s) of former entity(ies) and the year(s) of their original establishment.

- 6 List not more than two principals from submitting firm who may be contacted by the agency receiving this form. (Different principals may be listed on forms going to another agency.) Listed principals must be empowered to speak for the firm on policy and contractual matters.

7 Beginning with the submitting office, list name, location, total number of personnel and telephone numbers for all associated or branch offices, including any headquarters or foreign offices) which provide A/E and related services.

- 7a Show total personnel in all offices. (Should be sum of all personnel, all branches.)

8 Show total number of employees, by discipline, in submitting office (if form is being submitted by main or headquarters office, firm should list total employees, by discipline, in all offices.) While some personnel may be qualified in several disciplines, each person should be counted only once in accord with his or her primary function. Include clerical personnel as "administrative."

Write in any additional disciplines - sociologists, biologists, etc. and number of people in each, in blank spaces.

- 9 Using chart (below) insert appropriate index number to indicate range of professional services fees received by submitting firm each calendar year for last five years, most recent year first. Fee summaries should be broken down by





# STANDARD FORM (SF) 254 Architect-Engineer and Related Services Questionnaire

reflect the fees received each year for (a) work performed directly for the Federal Government (not including grant and loan projects) or as a sub to other professionals performing work directly for the Federal Government; (b) all other domestic work, U.S. and possessions, including Federally assisted projects, and (c) all other foreign work.

## Ranges of Professional Services Fees

INDEX	
1	Less than \$100,000
2	\$100,000 to \$250,000
3	\$250,000 to \$500,000
4	\$500,000 to \$1 million
5	\$1 million to \$2 million
6	\$2 million to \$5 million
7	\$5 million to \$10 million
8	\$10 million or greater

10. Select and enter, in numerical sequence, **not more than thirty (30)** "Experience Profile Code" numbers from the listing (next page) which most accurately reflect submitting firm's demonstrated technical capabilities and project experience. **Carefully review list.** (It is recognized some profile codes may be part of other services or projects contained on list; firms are encouraged to select profile codes which best indicate type and scope of services provided on past projects.) For each code number, show total number of projects and gross fees (in thousands) received for profile projects performed by firm during past few years. If firm has one or more capabilities not included on list, insert same in blank spaces at end of list and show numbers in question 10 on the form. In such cases, the filled in listing **must** accompany the complete SF-254 when submitted to the Federal agencies.

11. Using the "Experience Profile Code" numbers in the same sequence as entered in item 10, give details of at least one recent (within last five years) representative project for each code number, up to a **maximum** of thirty (30) separate projects, or portions of projects, for which firm was responsible. (Project examples may be used more than once to illustrate different services rendered on the same job. Example: a dining hall may be part of an auditorium or educational facility.) Firms which select less than thirty "profile codes" may list two or more project examples (to illustrate specialization) for each code number so long as total of all project examples does not exceed thirty (30). After each code number in question 11, show: (a) whether firm was "P," the prime professional, or "C," a consultant, or "JV," part of a joint venture on that particular project (New firms, in existence less than five (5) years may use the symbol "E" to indicate "Individual Experience" as opposed to firm experience), (b) provide name and location of the specific project which typifies firm's (or individual's) performance under that code category, (c) give name and address of the owner of that project (if government agency indicate responsible office), (d) show the estimated construction cost (or other applicable cost) for that portion of the project for which the firm was primarily responsible. (Where no construction was involved, show approximate cost of firm's work), and (e) state year work on that particular project was, or will be, completed.

12. The completed SF-254 should be signed by a principal of the firm, preferably the chief executive officer.

13. Additional data, brochures, photos, etc. should not accompany this form unless specifically requested.

**NEW FIRMS** (not reorganized or recently-amalgamated firms) are eligible and encouraged to seek work from the Federal Government in connection with performance of projects for which they are qualified. Such firms are encouraged to complete and submit Standard Form 254 to appropriate agencies. Questions on the form dealing with personnel or experience may be answered by citing experience and capabilities of individuals in the firm, based on performance and responsibility while in the employ of others. In so doing, notation of this fact should be made on the form. In question 9, write in "N/A" to indicate "not applicable" for those years prior to firm's organization.



1. Firm Name / Business Address:

Favermann Design  
16 Aberdeen Street  
Boston, Ma 022152. Year Present Firm  
Established:

1979

3. Date Prepared:

4. Specify type of ownership and check below, if applicable

Corporation

☒ A. Small Business☐ B. Small Disadvantaged Business☐ C. Woman-owned Business1a. Submittal is for ☒ Parent Company ☐ Branch or Subsidiary Office

5. Name of Parent Company, if any:

Favenco Inc.

5a. Former Parent Company Name(s), if any, and Year(s) Established:

6. Names of not more than Two Principals to Contact. Title / Telephone

1) Mark Favermann- President

2) Barbara Lewis- Vice President 617-247-1440

7. Present Offices: City / State / Telephone / No. Personnel Each Office

16 Aberdeen Street, Boston, MA 02215 617-247-1440 7 persons

7a. Total Personnel

8. Personnel by Discipline: (List each person only once, by primary function)

3 Administrative  
Architects  
Chemical Engineers  
Civil Engineers  
Construction Inspectors  
Draftsmen  
Ecologists  
EconomistsElectrical Engineers  
Estimators  
Geologists  
Hydrologists  
Interior Designers  
Landscape Architects  
Mechanical Engineers  
Mining EngineersOceanographers  
Planners: Urban/Regional  
Sanitary Engineers  
Soils Engineers  
Specification Writers  
Structural Engineers  
Surveyors  
Transportation Engineers

3 Graphic Designer

1 Industrial Designer

9. Summary of Professional Services Fees  
Received. (Insert index number)Direct Federal contract work, including overseas  
All other domestic work  
All other foreign work\*

	19 84	19 85	19 86	19 87	19 88
	1	1	2	1	2

Ranges of Professional Services Fees

INDEX	
1	less than \$100,000
2	\$100,000 to \$250,000
3	\$250,000 to \$500,000
4	\$500,000 to \$1 million
5	\$1 million to \$2 million
6	\$2 million to \$5 million
7	\$5 million to \$10 million
8	\$10 million or greater

\*Firms interested in foreign work, but without such experience, check here: ☒ 1









10. Profile of Firm's Project Experience, Last 5 Years

Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects	Total Gross Fees (in thousands)	Profile Code	Number of Projects	Total Gross Fees (in thousands)
1)			11)			21)		
2)			12)			22)		
3)			13)			23)		
4)			14)			24)		
5)			15)			25)		
6)			16)			26)		
7)			17)			27)		
8)			18)			28)		
9)			19)			29)		
10)			20)			30)		
		N/A						

11. Project Examples, Last 5 Years

Profile Code	"P", "C", "JV", or "IE"	Project Name and Location	Owner Name and Address	Cost of Work (in thousands)	Completion Date (Actual or Estimated)
		1			
		2			
		3			
		4			
		5			
		6			
		7			
		SEE ATTACHED ADDENDUM			





[illegible]







Architect-Engineer  
and Related Services  
Questionnaire for  
Specific Project

255

Standard Form 255  
General Services Administration,  
Washington, D. C. 20405  
Fed. Proc. Reg (41 CFR) 1-16 . 803  
Armed Svc. Proc. Reg. 18-403

Each firm participating in the joint venture should have a Standard Form 254 on file with the contracting office receiving this form. Firms which do not have such forms on file should provide same immediately along with a notation at the top of page 1 of the form regarding their association with this joint venture submittal.

6 If respondent is not a joint venture, but intends to use outside (as opposed to in house or permanently and formally affiliated) consultants or associates, he should provide names and addresses of all such individuals or firms, as well as their particular areas of technical/professional expertise, as it relates to this project. Existence of previous working relationships should be noted. If more than eight outside consultants or associates are anticipated, attach an additional sheet containing requested information.

7 Regardless of whether respondent is a joint venture or an independent firm provide brief resumes of key personnel expected to participate on this project. Care should be taken to list only those personnel and specialists who will have major responsibilities. Each resume must include (a) name of each key person and specialist and his or her title; (b) the project assignment or role which that person will be expected to fulfill in connection with this project; (c) the name of the firm or organization, if any, with whom that individual is presently associated; (d) years of relevant experience with present firm and other firms; (e) the highest academic degree achieved and the discipline covered (if more than one highest degree, such as two Ph.D.'s, list both); the year received and the particular technical/professional discipline which that individual will bring to the project; (f) if registered as an architect, engineer, surveyor, etc., show only the field of registration and the year that such registration was first acquired. If registered in several states, do not list states; and (g) a synopsis of experience, training, or other qualities which reflect individual's potential contribution to this project. Include such data as familiarity with Government or agency procedures, similar type of work performed in the past, management abilities, familiarity with the geographic area, relevant foreign language capabilities, etc. Please limit synopses of experience to directly relevant information.

8 List up to ten projects which demonstrate the firm's or joint venture's competence to perform work similar to that likely to be required on this project. The more recent such projects, the better. Prime consideration will be given to

projects which illustrate respondent's capability for performing work similar to that being sought. Required information must include (a) name and location of project; (b) brief description of type and extent of services provided for each project (submissions by joint ventures should indicate which member of the joint venture was the prime on that particular project and what role it played); (c) name and address of the owner of that project (if Government agency indicate responsible office); (d) completion date (actual when available, otherwise estimated); (e) total construction cost of completed project (or where no construction was involved, the approximate cost of your work) and that portion of the cost of the project for which the named firm was/is responsible.

9 List only those projects which the A/E firm or joint venture or members of the joint venture, are currently performing under direct contract with an agency or department of the Federal Government. Exclude any grant or loan projects being financed by the Federal Government but being performed under contract to other non-Federal governmental entities. Information provided under each heading is similar to that requested in the preceding item 8, except for (b) "Percent Complete." Indicate in this item the percentage of A/E work completed upon filing this form.

10 Through narrative discussion, show reason why the firm or joint venture submitting this questionnaire believes it is especially qualified to undertake the project. Information provided should include, but not be limited to, such data as specialized equipment available for this work, any awards or recognition received by a firm or individuals for similar work, required security clearances special approaches or concepts developed by the firm relevant to this project etc. Respondents may say anything they wish in support of their qualifications. When appropriate, respondents may supplement this proposal with graphic material and photographs which best demonstrate design capabilities of the team proposed for this project.

11 Completed forms should be signed by the chief executive officer of the joint venture (thereby attesting to the concurrence and commitment of all members of the joint venture), or by the architect/engineer principal responsible for the conduct of the work in the event it is awarded to the organization submitting this form. Joint ventures selected for subsequent discussions regarding this project must make available a statement of participation signed by a principal of each member of the joint venture. **ALL INFORMATION CONTAINED IN THE FORM SHOULD BE CURRENT AND FACTUAL.**



Architect-Engineer  
and Related Services  
Questionnaire for  
Specific Project

255

**Purpose:**

This form is a supplement to the "Architect-Engineer and Related Services Questionnaire" (SF 254). Its purpose is to provide additional information regarding the qualifications of interested firms to undertake a specific Federal A/E project. Firms, or branch offices of firms, submitting this form should enclose (or already have on file with the appropriate office of the agency) a current (within the past year) and accurate copy of the SF 254 for that office.

The procurement official responsible for each proposed project may request submission of the SF 255 "Architect-Engineer and Related Services Questionnaire for Specific Project" in accord with applicable civilian and military procurement regulations and shall evaluate such submissions, as well as related information contained on the Standard Form 254, and any other performance data on file with the agency and shall select firms for subsequent discussions leading to contract award in conformance with Public Law 42-582. This form should only be filed by an architect-engineer or related services firm when requested to do so by the agency or by a public announcement. Responses should be as complete and accurate as possible, contain data relative to the specific project for which you wish to be considered, and should be provided, by the required due date, to the office specified in the request or public announcement.

This form will be used only for the specified project. Do not refer to this submission in response to other requests or public announcements.

**Definitions:**

**"Architect-engineer and related services"** are those professional services associated with research, development, design and construction, alteration, or repair of real property, as well as incidental services that members of these professions and those in their employ may logically or justifiably perform, including studies, investigations, surveys, evaluations, consultations, planning, programming, conceptual designs, plans and specifications, cost estimates, inspections, shop drawing reviews, sample recommendations, preparation of operating and maintenance manuals, and other related services.

**"Principals"** are those individuals in a firm who possess legal responsibility for its management. They may be owners, partners, corporate officers, associates, administrators, etc.

**"Discipline"**, as used in this questionnaire, refers to the primary technological capability of individuals in the responding firm. Possession of an academic degree, professional registration, certification, or extensive experience in a particular field of practice normally reflects an individual's primary technical discipline.

**"Joint Venture"**, is a collaborative undertaking of two or more firms or individuals for which the participants are both jointly and individually responsible.

**"Key Persons, Specialists, and Individual Consultants"**, as used in this questionnaire, refer to individuals who will have major project responsibility or will provide unusual or unique capabilities for the project under consideration.

**Instructions for Filing (Numbers below correspond to numbers contained in form):**

- 1 Give name and location of the project for which this form is being submitted.
- 2 Provide appropriate data from the *Commerce Business Daily* (CBD) identifying the particular project for which this form is being filed.
  - 2a Give the date of the *Commerce Business Daily* in which the project announcement appeared or indicate "not applicable" (N/A) if the source of the announcement is other than the CBD.
  - 2b Indicate Agency identification or contract number as provided in the CBD announcement.
- 3 Show name and address of the individual or firm (or joint venture) which is submitting this form for the project.

3a List the name, title, and telephone number of that principal who will serve as the point of contact. Such an individual must be empowered to speak for the firm on policy and contractual matters and should be familiar with the programs and procedures of the agency to which this form is directed.

3b Give the address of the specific office which will have responsibility for performing the announced work.

4 Insert the number of personnel by discipline presently employed (on date of this form) at office specified in block 3b. While some personnel may be qualified in several disciplines, each person should be counted only once in accord with his or her primary function. Include clerical personnel as "administrative." Write in any additional disciplines: sociologists, biologists, etc. -- and number of people in each in blank spaces.

5 Answer only if this form is being submitted by a joint venture of two or more collaborating firms. Show the names and addresses of all individuals or organizations expected to be included as part of the joint venture and describe their particular areas of anticipated responsibility. (i.e., technical disciplines, administration, financial, sociological, environmental, etc.)

5a Indicate, by checking the appropriate box, whether this particular joint venture has worked together on other projects.





1. Project Name / Location for which Firm is Filing:

Boston Redevelopment Authority  
Harborwalk Phase I Signage System2a. Commerce Business  
Daily Announcement  
Date, if any:2b. Agency Identification  
Number, if any:

## 3. Firm (or Joint-Venture) Name &amp; Address

Favermann Design  
16 Aberdeen Street  
Boston, MA 02215

## 3a. Name, Title &amp; Telephone Number of Principal to Contact

Mark Favermann- President 617-247-1440

## 3b. Address of office to perform work, if different from item 3

## 4. Personnel by Discipline: (List each person only once, by primary function.)

3 Administrative

Architects

Chemical Engineers

Civil Engineers

Construction Inspectors

Draftsmen

Ecologists

Economists

Electrical Engineers

Estimators

Geologists

Hydrologists

Interior Designers

Landscape Architects

Mechanical Engineers

Mining Engineers

Oceanographers

Planners: Urban/Regional

Sanitary Engineers

Soils Engineers

Specification Writers

Structural Engineers

Surveyors

Transportation Engineers

3 Graphic Designer

1 Industrial Designer

Total Personnel

5. If submittal is by JOINT-VENTURE list participating firms and outline specific areas of responsibility (including administrative, technical and financial) for each firm: (Attach SF 254 for each if not on file with Procuring Office.)

SEE ATTACHED ADDENDUM

5a. Has this Joint-Venture previously worked together? | | yes | | no



is not already on file with the Department.

Name & Address	Specialty	Worked with Prime before (Yes or No)
Lebowitz-Gould-Design, Inc. 3 West 18th Street New York, NY 10011	Design Firm	
Pat Loheed 182 Main Street Watertown, MA 02172	Landscape Architect	
Cecilia Soriano-Bresnahan 51 Winthrop Road Brookline, MA 02146	Communications Design	
4)		
5)		
6)		



7. Brief resume of key persons, specialists, and individual consultants anticipated for this project.

<p>a. Name &amp; Title:</p> <p>SEE ATTACHED ADDENDUM</p>	<p>a. Name &amp; Title:</p>
<p>b. Project Assignment:</p>	<p>b. Project Assignment:</p>
<p>c. Name of Firm with which associated:</p>	<p>c. Name of Firm with which associated:</p>
<p>d. Years experience: With This Firm --- With Other Firms ---</p>	<p>d. Years experience: With This Firm --- With Other Firms ---</p>
<p>e. Education: Degree(s) / Year / Specialization</p>	<p>e. Education: Degree(s) / Years / Specialization</p>
<p>f. Active Registration: Year First Registered/Discipline</p>	<p>f. Active Registration: Year First Registered/Discipline</p>
<p>g. Other Experience and Qualifications relevant to the proposed project:</p>	<p>g. Other Experience and Qualifications relevant to the proposed project:</p>



B. Work by firm or joint-venture members of which 50%

a. Project Name & Location	b. Nature of Firm's Responsibility	c. Project Owner's Name & Address	d. Completion Date (actual or estimated)	e. Estimated Cost (in thousands)	
				Entire Project	Work for which Firm was/is responsible
(1)	SEE ATTACHED ADDENDUM				
(2)					
(3)					
(4)					
(5)					
(6)					
(7)					
(8)					
(9)					
(10)					





9. All work by firms or joint-venture members currently being performed directly for Federal agencies.

a. Project Name & Location	b. Nature of Firm's Responsibility	c. Agency (Responsible Office) Name & Address	d. Percent complete	e. Estimated Cost (In Thousands)	
				Entire Project	Work for which firm is responsible
SEE ATTACHED ADDENDUM					



10. Use this space to provide any additional information or description of resources (including any computer design capabilities) supporting your firm's qualifications for the proposed project.

SEE ATTACHED ADDENDUM

Date:

11. The foregoing is a statement of facts.

Signature: *Michael P. Jaraman* Typed Name and Title: \_\_\_\_\_



## APPROACH



In order to create the highest quality Harborwalk signage system, we feel that the best approach would be to develop a clear and straightforward environmental graphics master plan. This, of course, is easier said than done, however, our experience has demonstrated that this can best be accomplished by first designing a "kit of parts" that include pieces and connections which integrate fully into a system for which the master plan organizes and sets parameters. By using the master plan as an organizational framework, the total system can be implemented as a fully developed system or phased in over a period of time.

Included in the "kit of parts" would be a hierarchy of elements, perhaps including gateways, kiosks, primary signs, secondary signs, plaques, and markers. Hardware components would also be included as well as an overall environmental graphic color scheme.

Due to the limitations of the design budget, we feel the best way to make use of appropriate expertise is to have subconsultants work on an as needed basis. This would allow maximum flexibility in terms of needs assessment once Favermann Design's staff is involved in field conditions. It would also allow for design review and component detail specification and design. As the primary consultant, Favermann Design would be the primary provider of environmental graphic design services. Pat Loheed-Landscape





Architect would provide site design as needed; Lebowitz-Gould would provide design review and objective viewpoint from outside the Boston area along with the experience of having recently created the Heritage Trail, a three-mile self-guided tour of historical lower Manhattan; and Cecilia Soriano-Bresnahan would provide interpretive skills for research and narrative texts as well as the ability to develop bi-lingual sign messages if deemed necessary.

We feel that the Phase I aspect of this project would take five to six months.







ADDENDUM TO HARBORWALK PHASE I SIGNAGE SYSTEM

FAVERMANN DESIGN



## RELEVANT PROJECTS



### Master Plan for Signage and Environmental Graphics, Northeastern University

Comprehensive program for an urban campus with sixteen suburban branches. Favermann Design was called upon to develop a system that would answer environmental graphic design needs throughout varied environmental conditions. This program has included suburban recreational areas, handicap accessibility marker system, building markers, tunnel maps, and more typical signs appropriate to a campus environment. Pieces of this master plan have been implemented. Total project costs: \$ 200-\$ 350,000; Design fees: \$ 55,000.

### Wannalancit Office and Technology Center, Lowell, Massachusetts

Provided a comprehensive signage and graphics program for major renovated mill complex. Program had to adhere to historical district codes, National Park Service architectural restrictions, and general needs of a 400,000 sq. ft. complex. Project costs: \$ 75,000; Fees: \$ 25,000.

### The China Trade Center, Boston, Massachusetts

Program developed all environmental graphics and decor components for mixed-use retail and office complex. Work included ethnographic research in order to make the project culturally appropriate. All signage, banners, storefronts, and color selections were done for this project. Project costs: \$ 150,000; Fees: \$ 20,000.

### Fidelity Investments Company

Development of a branch and office comprehensive signage and corporate identity program. Project included twenty branches and the major processing facility at the World Trade Center in Boston. Project costs: \$ 200,000; Fees: \$ 30,000.

### Au Bon Pain

Developed signage applications for several of the 50 store chain. Favermann Design also designed a comprehensive design program for a new self-service prototype and roll-out as well as a new interior for a store at Copley Place. Project costs: \$ 150,000; Fees: \$ 35,000.

### Children's Medical Center, Department of Real Estate, Boston, Massachusetts

A project to provide signage and environmental graphics for the mixed-use complex adjacent to the Children's Hospital. Program included signs, banners, as well as logos for the two restaurants. Project costs: \$ 100,000; Fees: \$ 12,000.

### Independence Mall, Hamilton, New Jersey

Developed a comprehensive tenant and public access environmental graphics program for shopping center. Project costs: \$ 150,000; Fees: \$ 10,000.



MARK LEE FAVERMANN



Mark Favermann is Principal and President of Favermann Design. The firm was founded in 1979 and soon developed into one specializing in environmental graphic design, retail planning and design, and human scale urban design. Some typical projects have included mixed-use environmental graphic programs, corporate environmental identity projects, shopping mall and center graphic systems, community exhibitions, neighborhood commercial revitalization projects, public art planning and consultation, university environmental graphics and signage master planning, as well as store design and architectural detailing. Mr. Favermann's experience has been extensive and varied. Beginning in 1974, he coordinated the neighborhood historic exhibits for the Boston BiCentennial, working with community groups and neighborhood committees as well as student architects from the Boston Architectural Center.

In 1975, Mr. Favermann served as Director of Visual and Environmental Arts for the Mayor's Office of Cultural Affairs in Boston. After spending a year at the Center for Advanced Visual Studies at M.I.T., he worked as an urban design consultant to the Mayor's Neighborhood Business District Program in Boston from 1977 through 1980. His responsibility was to work with community groups, planners, city officials, and the Boston Redevelopment Authority to physically improve store fronts, streetscapes, and general ambiance of rundown neighborhood and commercial areas. Since 1980, the firm has worked for private and public clients.

Mr. Favermann has had extensive background in design project management, community participation in design, teaching, and public presentations.

He is currently the design critic for Art New England and for the British publication, Design.

He is currently developing a curriculum for the teaching of environmental graphic design for the Boston Architectural Center.

Other relevant data:

#### EDUCATION

Masters Degree, Urban Design and Planning, Harvard Graduate School of Design, 1978

Masters Program in Urban Design and Planning, University of Virginia, 1969-70  
BA in Sociology, Anthropology and American History, Washington and Lee University, 1969

Fellow, Center for Advanced Visual Studies, MIT, 1975-76





## PROFESSIONAL EXPERIENCE

Founded Favermann Design in 1979. The firm is a multidimensional design company which includes graphic, industrial, and architectural capability. Clients have included local, regional, national, and international corporations and institutions.

Co-founder of Flying Colors, a full services banner and flag design and manufacturing company.

Private design consultant, 1976-78.

Director of Visual and Environmental Arts, Mayor's Office of Cultural Affairs, City of Boston, 1975.

Coordinator of Neighborhood Exhibits for Boston's BiCentennial celebration, 1974.

Taught courses in commercial revitalization, public art, environmental graphic design and architectural studios.

Published over fifteen articles and reviews for various art and design journals.

## ORGANIZATIONS AND SOCIETIES

Professional Member: Society of Environmental Graphic Designers (SEGD)  
Institute of Store Planners (ISP)

Former President: Boston Visual Artists Union (BVAU)  
Art Director's Club of Boston  
Boston Design Council

Former Vice Chairman: Cambridge Arts Council, 1982-84

Member: Brookline Arts Council, 1987-current





## BARBARA LEWIS



### PROFESSIONAL EXPERIENCE

- 1980-present      Vice President and Partner, Favermann Design, Boston, Massachusetts  
Environmental graphic design firm specializing in programs for both commercial and retail projects. The staff of a multi-disciplined group of designers and jointly co-owns corporate headquarters with Flying Colors. Ms. Lewis has administered over 200 projects implemented by Favermann Design.
- 1981-present      President, Flying Colors, Boston, Massachusetts  
Woman-owned Business  
International custom-design banner and flag company providing services for both interior and exterior programs with an emphasis on the commercial and shopping center industries. The corporate headquarters is located in their own Boston-based building and is currently adding another manufacturing plant to be located in southern Pennsylvania.

### EDUCATION

- 1978      Masters of Business Administration, Suffolk University, Boston  
Fellowship- 1977-78
- 1976      Bachelor of Business Administration, State University of New York at Albany  
Major: Marketing

### ORGANIZATIONS AND SOCIETIES

- Professional Member:    International Council of Shopping Centers (ICSC)  
National Association of Display Industries (NADI)  
Society of Marketing Professionals (SMPS)



GEORGE JOHN BARDIS



## PROFESSIONAL EXPERIENCE

- 1986-present      Senior Designer, Favermann Design, Boston, Massachusetts  
Responsibilities:
- all stages of environmental and graphic design from creative conception through design development including prototypes and presentation packages
  - all stages of production including working drawings for fabrication, architectural drawings for installation and mechanical drawings for production
  - travel and client contact
  - supervision of designers, full-time and freelance
  - ordering supplies for and maintaining the studio
- 1983-1986      Graphic Artist, The Communicators Group, Brattleboro, Vermont  
Responsibilities:
- all stages of design from creative conception through design development and production comps
  - all stages of production including typespecs, statwork, mechanicals and the contacting of suppliers
  - photography, illustrating and copy writing
- 1983      Offset Printer, Curry Copy Center, Keene, New Hampshire  
Responsibilities:
- paste-up
  - plate preparation
  - offset printing
- 1983      Graphic Intern, Radio & TV Services, Washington State University, Pullman, Washington  
Responsibilities:
- all stages of design for newspaper advertisements, TV camera cards and TV slides
  - all stages of production of the above including typespecs, statwork and mechanicals
  - design and production of TV stage sets

## EDUCATION

- 1983      B.A., Fine Arts Department, Washington State University, Pullman, Washington  
Major: Graphic Design and Photography



## ALYSON TROMBLY

### PROFESSIONAL EXPERIENCE

- 1987-present      Industrial Designer, Favermann Design, Boston, Massachusetts  
Responsibilities:
- all stages of production including working drawings for fabrication, architectural drawings for installation and mechanical drawings for production
  - materials research and pricing
  - presentation renderings, model design and prototype construction
- 1987      Graphic Designer, Marketing Unlimited, Concord, New Hampshire  
Responsibilities:
- design, layout of New Hampshire magazines and guides
  - type specification, photo reproductions for above
- 1987      Graphic Designer, Associates Four, Concord, New Hampshire  
Responsibilities:
- design and development of logos for area companies
- 1985      Freelance Designer, Joseph & Feiss Company, Cleveland, Ohio  
Responsibilities:
- design and production of company poster
  - design and production of company signage
- 1982-83      Graphic Designer, The Observer, Cleveland, Ohio  
Responsibilities:
- mechanical layout for on-campus newspaper

### EDUCATION

- 1987      B.F.A., Industrial Design Department, Cleveland Institute of Art, Cleveland, Ohio  
Major: Industrial Design  
Minor: Graphic and Interior Design
- 1981      Manchester Institute of Arts and Sciences, Manchester, New Hampshire  
Evening Courses in Architectural Perspective





ERIC R. LEWINE

PROFESSIONAL EXPERIENCE

- 1988-present      Graphic Designer, Favermann Design, Boston, Massachusetts  
Responsibilities:
- all stages of environmental and graphic design from creative conception through design development including prototypes and presentation packages
  - all stages of production including working drawings for fabrication, architectural drawings for installation and mechanical drawings for production
- 1984-88            Graphic Designer, Self-employed Freelancer, Philadelphia, Pennsylvania  
Freelance Clients included:
- Lynch Exhibits, Pennsauken, New Jersey
  - Sparks Exhibits, Pennsauken, New Jersey
  - Impact Exhibits, New Hope, Pennsylvania
  - Mercon Exhibits, Pennsauken, New Jersey
  - Brecher Boreth and Associates, Oreland, Pennsylvania
  - Pennsylvania Yellow Pages, Ft. Washington, Pennsylvania
  - Bic Pen Company, Milford, Connecticut
  - Angelo Brothers Lighting Company, Philadelphia, Pennsylvania
  - Teitelman and Rosenthal, Bala Cynwyd, Pennsylvania
- 1985-86            Mechanical Artists, Montco Plastics Printing, Ambler, Pennsylvania  
Responsibilities:
- design conception, layout and mechanicals
  - typesetting
- 1984-85            Graphic Artist, Visi Records, South Norwalk, Connecticut  
Responsibilities:
- mechanicals for production
  - typesetting
  - positive and negative camera work

EDUCATION

- 1985                B.S., Arts and Humanities Department, University of Bridgeport, Bridgeport, Connecticut  
Major: Graphic Design and Advertising Art







KAREN L.GOSLIN

PROFESSIONAL EXPERIENCE

- 1988-present                      Administrative Assistant, Favermann Design, Boston,MA
- Responsibilities:include all administrative duties  
                                         for managerial and marketing functions  
                                         of environmental graphics design firm
- 1987-1988                         Department Manager, Bloomingdales, Boca Raton,FL
- Responsibilities: for Functional Housewares department  
                                         merchandising, inventory and  
                                         reconciliation- supervised staff of 20
- 1986-1987                         Area Sales Manager, Jordan Marsh, Boynton Beach, FL
- Responsibilities: for Housewares, Luggage, Stationery  
                                         and Notions- merchandising, inventory  
                                         and reconciliation
- 1985                                 Executive Trainee, Jordan Marsh, Miami,FL
- Responsibilities: Assisted Buyers in corporate offices  
                                         and area sales managers in branch  
                                         stores with policy and procedure  
                                         implementation

EDUCATION

Bachelor of Business Administration, Florida Atlantic University  
Faculty Scholar  
Dean's List



## W HOME

# W HOME

mann Design is the new formal name of our design. We still specialize in environmental graphics, corporate identification, architectural detailing, store naming, and human scale urban design. Our new name emphasizes our design commitment. Now, our name states exactly what we do. We have recently purchased and renovated a studio space at 14-16 Aberdeen Street in the Fenway area of Boston. The 1914 carriage house and former garage actually had a turntable for turning carriages around and a sloped floor for the convenience of the horses and the staff! After nearly thirty years covered up, a large skylight is now a central feature of the studio space. Though a little horsing around occasionally occurs, our "new" name and our new workspace both underscore our commitment to design excellence and quality of service.

Our new phone number is 617-247-1440, but our out-of-state number is still 800-447-1048.

16

## BACK BAY TAKEAWAY

## BACK BAY TAKEAWAY

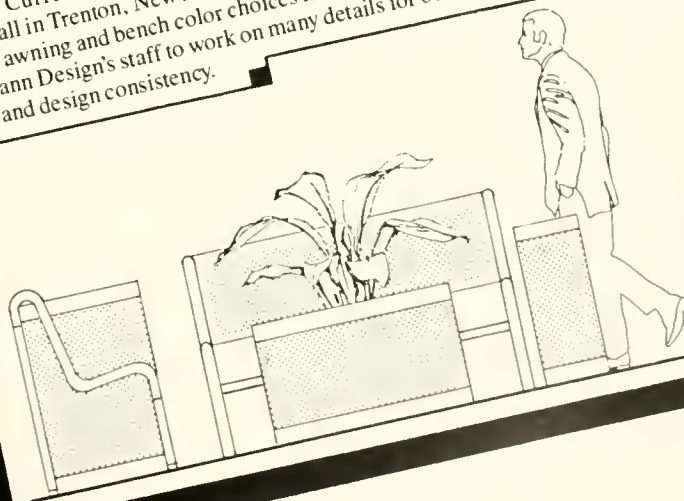
During the past few months Favermann Design has worked on a number of corporate identification programs. One of the most interesting programs was for Back Bay Takeaway, a quality value-oriented take-out deli and gourmet cafe. Favermann Design developed a whole corporate identity program for Back Bay Takeaway including the development of a new name, a distinctive logo, name presentation formats, simple packaging, and stationery. The logo itself was based on a 1920's motif combination with a country kitchen checkerboard design.



**INDEPENDENCE MALL**  
 at the invitation of Favermann Design is the  
 (including signs, etc.)

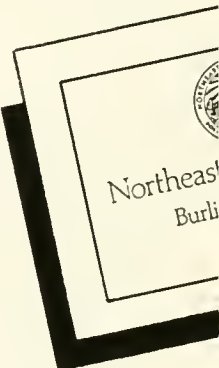
# INDEPENDENCE MALL

A concentration of Favermann Design is the design of shopping center and mall environmental graphics (including signs, colors, criteria, etc.) and architectural detailing. Currently, Favermann Design is developing a full program for Independence Mall in Trenton, New Jersey. Detailing, from the construction signs to pylon signs, to awning and bench color choices have been created. This project allows Favermann Design's staff to work on many details for our clients while maintaining budget and design consistency.



**ROSES & KIOSK**

**ROSES & KIOSKS**  
When is a rose not just a rose? It is if it is a Dandylions rose! Dandylions is a new concept in roadside fresh flower sales developed with Favermann Design, Inc. on 15 years of flower marketing experience. Owners coupled with expert food styling, a clean kiosk design has been developed to sell bunches of flowers and simple food. The first three prototypes are now being constructed. Plans for more can be Dandylions kiosks in the near future in the entire Northeast region of the United States.



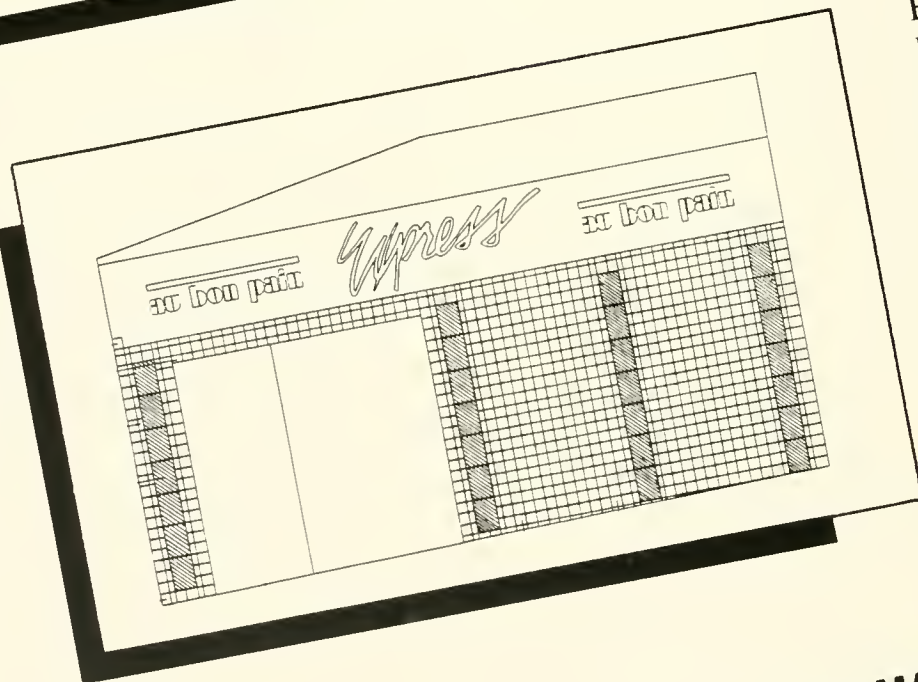


## ROSES & KIOSK

When is a rose not just a rose? It is when a rose is a Dandilyons rose! Dandilyons is a new concept in roadside fresh flowers being developed with Favermann Design. Based on 15 years of flower marketing by the owners coupled with expert food consultation, a clean kiosk design has been created to sell bunches of flowers and delicious simple food. The first three prototype stores are now being constructed. Potentially, there can be Dandilyons kiosks in every region of the United States.

## AU BON PAIN

Au Bon Pain is a prominent quality fast-service French style cafe and restaurant chain. Favermann Design has worked extensively on image and store design projects for the company. Last Spring, a 20' x 30' kiosk was opened in Boston's North Station adjacent to the famous Boston Garden!

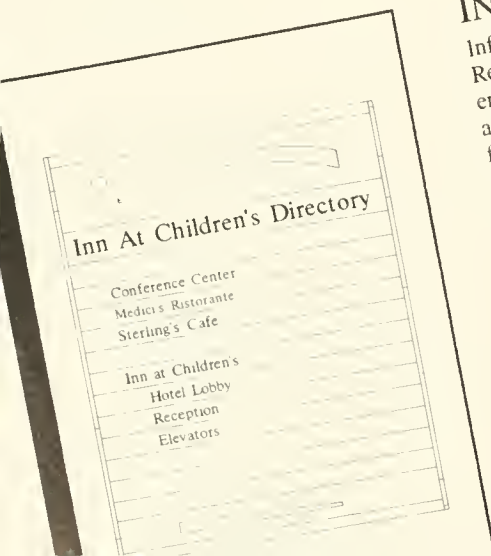


## BACK BAY

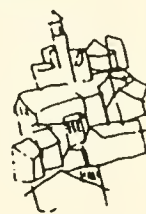
During the past few years, Favermann Design has worked on a number of branding and signage programs. One of our recent projects was the Back Bay Takeaway, a gourmet cafe and restaurant. We worked on the corporate identity, including the design of the logo, nameplate, and stationery. The combination of these elements creates a cohesive and professional image.

## INFORMATIONAL GRAPHICS

Information is a major ingredient in our urban environment. Reinforcing information is especially needed in stressful environments. Favermann Design was contracted to create a full environmental graphics program for the Galleria, a food court, apartment, and office project at the Children's Hospital complex in Boston. An abstract graphic symbol was developed to organize directional signs, garage plaques, and information graphics. The project included logo designs, neon signs, banners, cut letters, and backlit signs.



## FAVERMANN DESIGN



16 ABERDEEN STREET  
BOSTON, MA 02215  
617-247-1440  
800-447-1048



# DIRECTIONS

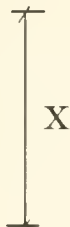
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• Volume 2, Number 1

Spring 1986

# F

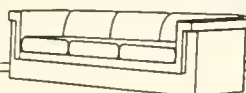


## FIDELITY

Over the last several years, corporate identity has become a primary aspect of corporate marketing efforts. This has held true for marketing products, services, as well as investments. Favermann Associates was retained by the Design Department of Fidelity Properties, a division of Fidelity Investments, to create, develop, and help implement a corporate-wide signage and environmental graphics program for the giant moneymarket and investment firm. Starting with an application of a more readable lettering style to the Fidelity name, a comprehensive interior sign system was developed. The system included specific fabrication materials, letter heights, word size, and positioning in almost any circumstance. Exterior signing was also developed. To make the system easy to implement, Favermann Associates created a criteria manual for Fidelity Properties. The manual includes "do's and don't's as well as most combinations and permutations of the sign system's formats are included. Nationally, approximately 30 branch offices have had the new signage and environmental graphics program included in their construction package. Numerous corporate offices have also begun to have the sign program implemented as well.

FIDELITY INVESTMENTS

BROKERAGE SERVICES  
MUTUAL FUNDS



FIDELITY INVESTMENTS

FIDELITY  
INVESTMENTS

FIDELITY BROKERAGE SERVICES INC  
Member New York Stock Exchange/SIPC



NATIONAL FINANCIAL  
SERVICES CORPORATION

Branch Services

Compliance

Correspondence Marketing

Legal

FIDELITY INVESTMENTS  
BROKERAGE SERVICES

Training and Development



# FIDELITY INVESTMENTS

FIDELITY BROKERAGE SERVICES INC

Member New York Stock Exchange/SIPC

# Cordage Park

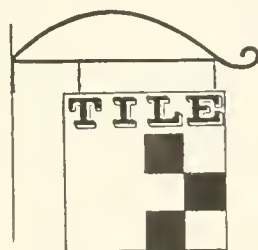
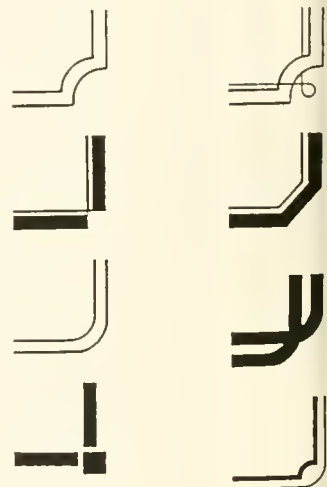
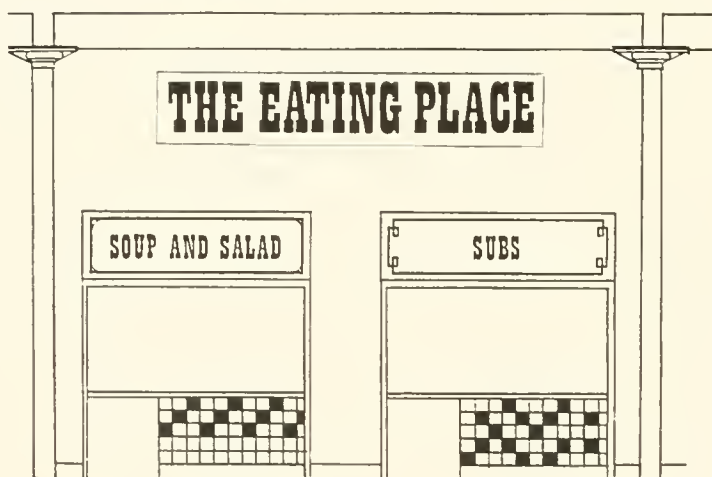
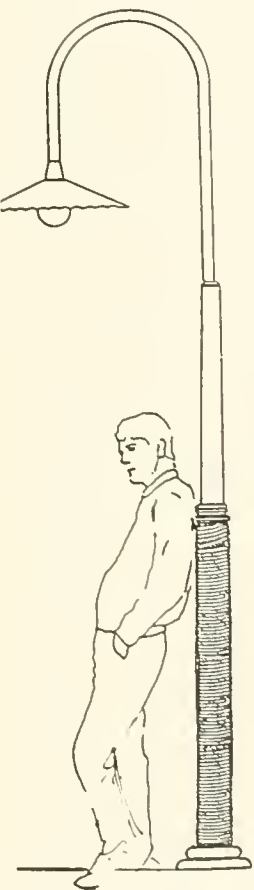
The Ropewalk Marketplace

Specialty Shopping and Eating

# Cordage Park

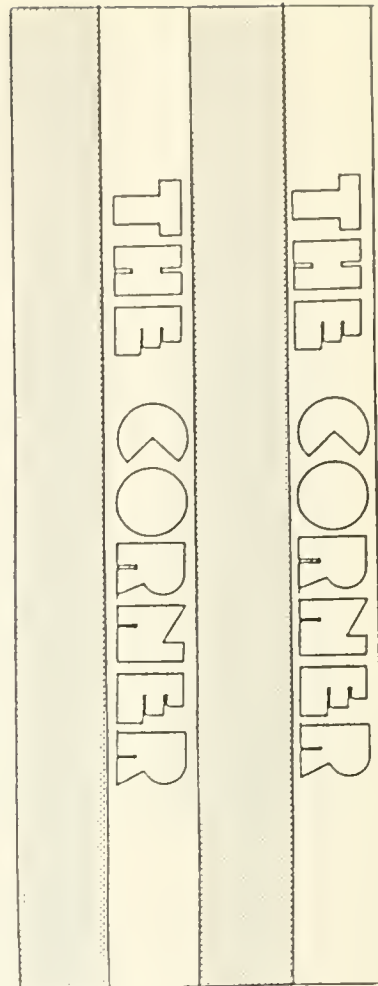
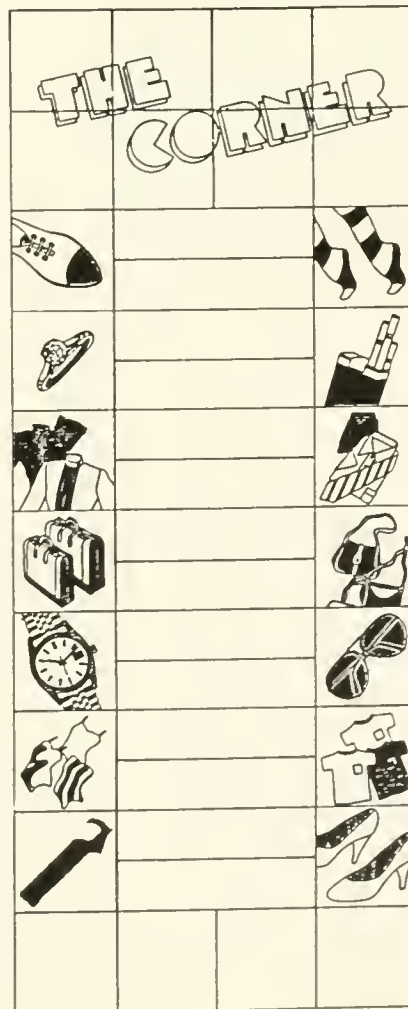
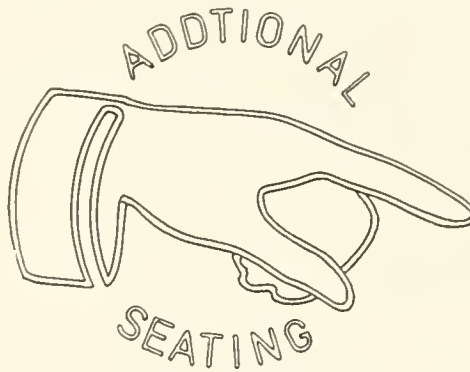
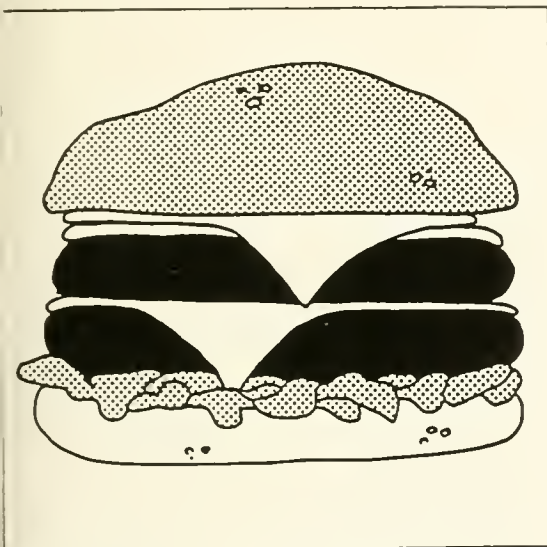
## The Ropewalk Marketplace

Cordage Park is a mixed-use complex built from 1885 to the 1920s. Until the early 1960s, Cordage Park was the largest rope manufacturing facility in the world. In fact, the knot book published by the Plymouth Cordage Company is still considered the best knot book ever published. Favermann Associates was initially hired by the owners to develop new decor and signage. As the firm got involved in the project, the job expanded to include general design of the renovation of the entire retail project, coordination of other consultants, individual store designs, redesign of the food court, logo redesign, and creation of a connector between an already operational retail entity in Mill 3 with an underutilized Mill 1. A unique aspect to the project is that a museum will be integrated into the retail environment. A marketing study is being completed by Stillerman-Jones of Indianapolis. The museum is being conceived by Michael Sand Associates; and lighting studies are being developed by Ripman Lighting of Belmont, Massachusetts. A phased renovation is now underway.



# ABCDEFGHIJ

# THE CORNER MALL



## THE CORNER

Urban or central city shopping malls are a special type of retail environment. Located at a 1000% location (in terms of pedestrian foot traffic), The Corner is a pioneering example of a downtown shopping center with heavy activity, retail entities and a high use food court at Downtown Crossing in Boston. Favermann Associates was retained to design decor enhancement, environmental graphics and signage. Included in the program developed were both exterior and interior banners, neon signage, entrance signage, and treatment of an alley way recently converted to an entrance area for the food court. A series of images were developed to graphically reinforce the food court and the retail stores. These were also used in directories in the exterior and interior of the building in a unique way. The directories are made out of a combination of ceramic and metal tiles. The Corner is a project of the Druker Company.





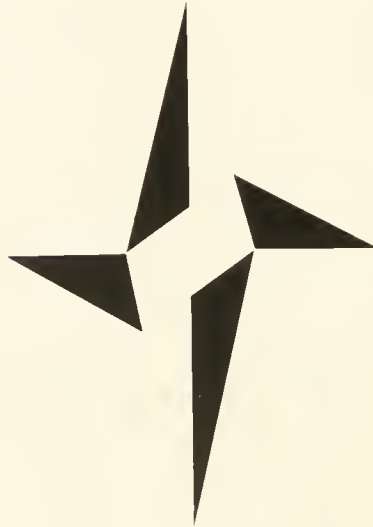
# NORTHSTAR

NORTHSTAR  
PROPERTIES



778-6611

A complete corporate identification program can enhance and visually reinforce a new company's image and marketability. Favermann Associates has recently developed a new program for Northstar Properties, a growing Cape Cod-based multi-service real estate firm which recently came under new ownership. Logo, stationary, newspaper ad layouts, and signs have been created to unify the firm's graphics and to underscore its professionalism.



NORTHSTAR PROPERTIES



NORTHSTAR PROPERTIES



227 South Street, Boston, MA 02111 (617) 542-0510

NORTHSTAR PROPERTIES



227 South Street, Boston, MA 02111 (617) 542-0510

227 South Street, Boston, MA 02111 (617) 542-0510

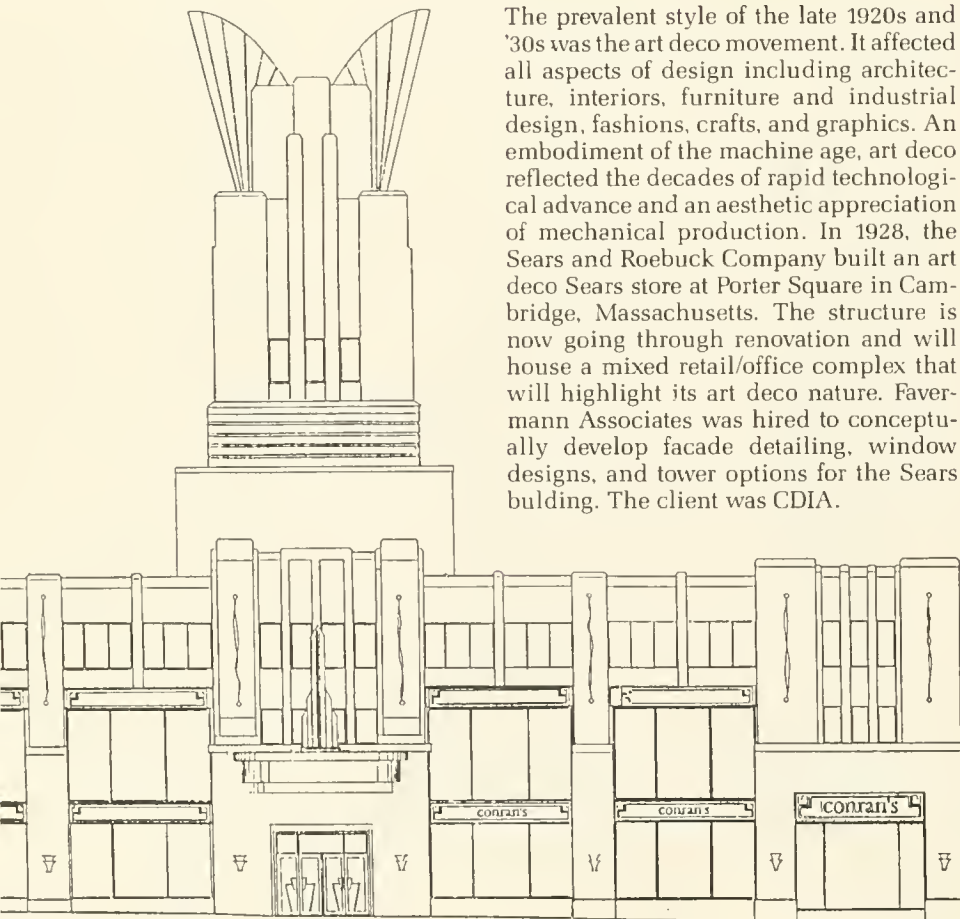
## YMCA



Institutional or non-profit entities have much in common with corporate organizations. Each needs clarification of its mission, identity, and marketing. The Boston-area YMCAs are about to embark on a large capital fund-raising campaign to redo a number of branch "Y"s. Prior to this campaign, the Building Committee of the Y wanted to attempt to explore decor and environmental graphics programs which could be implemented at all ten of the branches designated for renovation. Favermann Associates was hired to create this decor and environmental graphics program. Beginning with a review of historic sports and athletic symbols and signs, a new series of symbols has been created. Questionnaires have been developed to aid the administration in focusing on their own branch's design needs. Included in the overall program will be color selection for walls and counters, signage, banners, flags, lighting recommendations, and material choices. A Fall 1986 installation is scheduled.

## SEARS TOWER

The prevalent style of the late 1920s and '30s was the art deco movement. It affected all aspects of design including architecture, interiors, furniture and industrial design, fashions, crafts, and graphics. An embodiment of the machine age, art deco reflected the decades of rapid technological advance and an aesthetic appreciation of mechanical production. In 1928, the Sears and Roebuck Company built an art deco Sears store at Porter Square in Cambridge, Massachusetts. The structure is now going through renovation and will house a mixed retail/office complex that will highlight its art deco nature. Favermann Associates was hired to conceptually develop facade detailing, window designs, and tower options for the Sears building. The client was CDIA.



## STORE PLANNING

Store planning is actually a misnomer for the process of designing the exterior and interior of retail stores. Effective design can help move merchandise and add to profitability. Exterior concerns such as site selection, doorways, and signage to interior layouts for merchandising presentation, storage, and security are included in what is referred to as store planning. Favermann Associates, with its unique combination of design professionals is particularly well-suited to store owners or developers in this comprehensive design problem. Included in the firm services are construction supervision, lighting, visual merchandising, corporate image development, and "back of house" design.

Favermann Associates  
127 South Street  
Boston, MA 02111

(617) 542-0510  
or  
(800) 447-1048





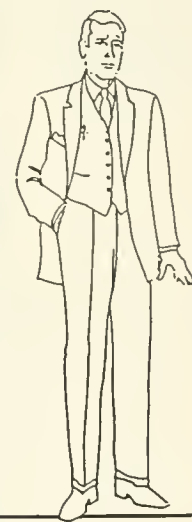
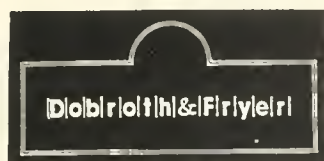
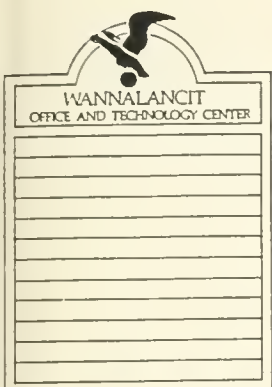
# DIRECTIONS

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• Volume 1, Number 1

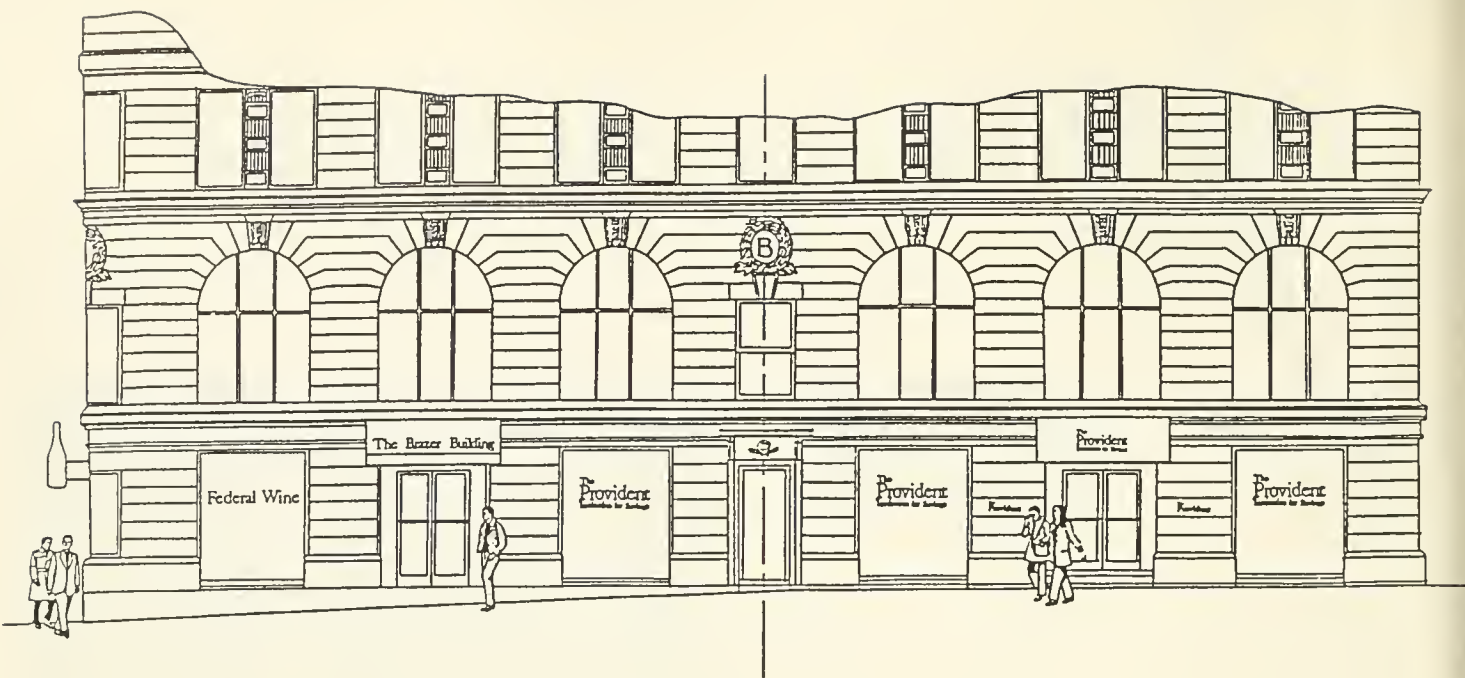
Winter/Spring 1985



## WANNALANCIT OFFICE AND TECHNOLOGY CENTER SYSTEM APPROACH

A creative sign system can be a useful selling tool for a building development. Favermann Associates has designed such a signage program for a prototypical recycled textile mill, Wannalancit Office and Technology Center. The success of the signage system has reinforced the appeal of this high technology complex. The far-sighted developers purchased the 400,000 square foot, 152 year old historic cotton mill with the concept of establishing a comfortable and elegant space for high tech research, development, and marketing. Located in historic Lowell, Massachusetts, Wannalancit was closely monitored by the Lowell Planning Commission and the architectural preservation office of the National Park Service. Favermann Associates followed design guidelines set forth by their historical architectural staffs. The developers, Dobroth and Fryer, were greatly concerned with every aspect of design and worked closely with Favermann Associates to carefully plan and implement the complicated signing for the complex. The nature of the four acre project called for a master plan with a phased implementation schedule for exterior and interior signing.

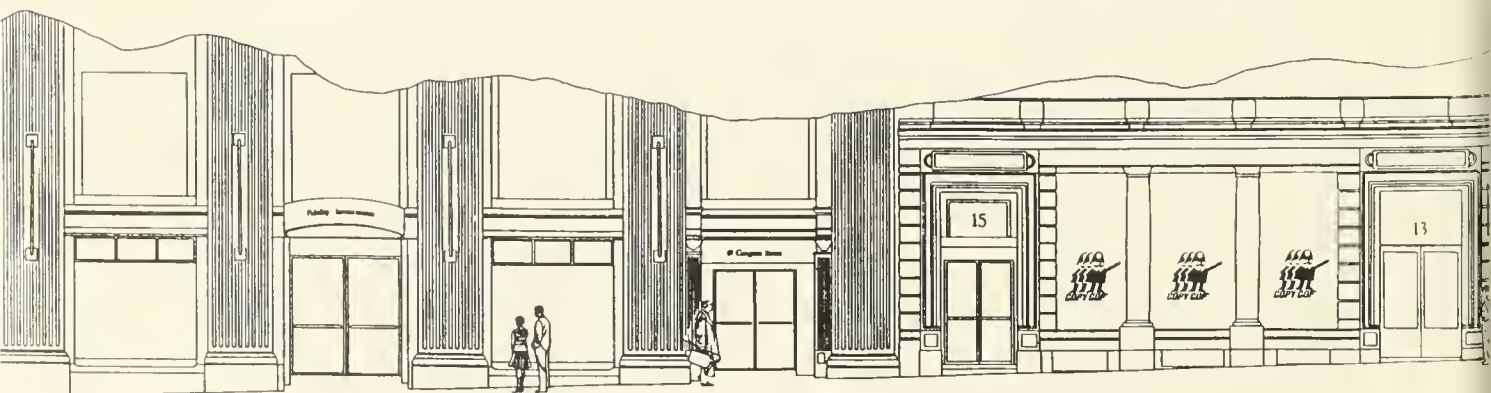
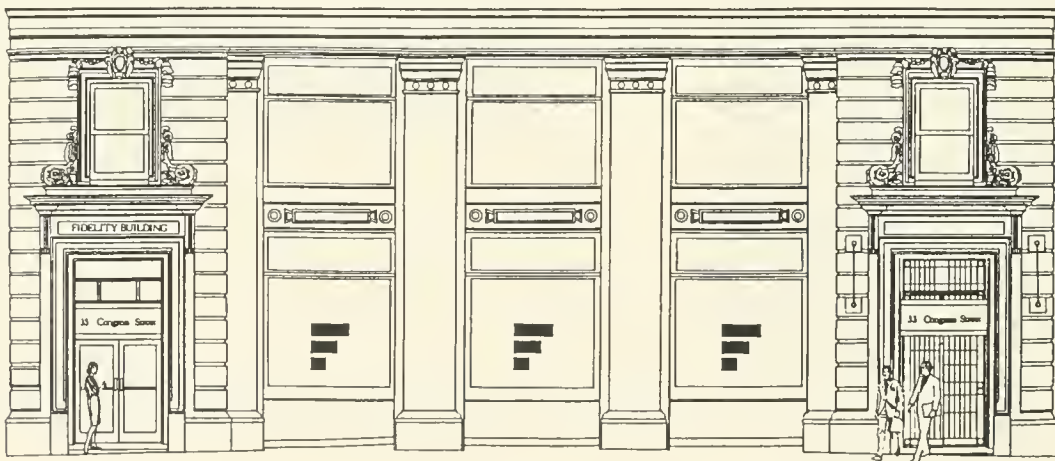
An eagle weathervane was salvaged during construction. It was restored and placed in the lobby. Favermann Associates graphically simplified the "eagle" design and incorporated it into the sign system as a logo. This symbol was applied throughout the signing program and is used as an integral design detail. Building standard colors were also selected to reinforce the casual elegance and functional beauty of the Wannalancit environment. Besides ground and wall mounted signs, exterior banners have also been included as a special design detail utilizing the "eagle" and the building standard colors.



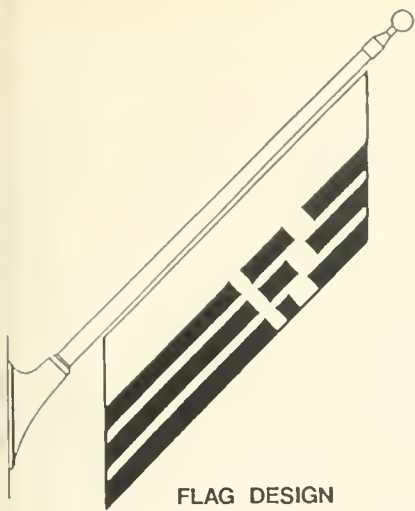
## FIDELITY PROPERTIES STREETSCAPE DESIGN

Urban design is a discipline which deals with the problems of scale on a variety of levels. At the smallest scale, human scale, details observable by a pedestrian are the most important. Generally, these details are limited to the first two stories of a building, the building facade, and street furnishings. These architectural details are also the most noticeable, the most ignored, as well as the most abused. Today, sophisticated developers and property managers are regarding good design as good business and are concentrating on design quality.

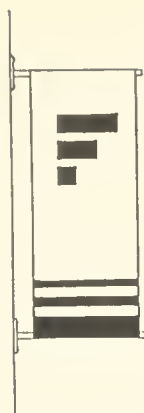
Fidelity Properties, a division of Fidelity Investments, contracted Favermann Associates to develop an exterior signage and environmental graphics program for a unique grouping of buildings in the financial district of Boston. The building grouping is unique because the buildings are continuous. After an initial analysis phase, Favermann Associates developed a detailed program concentrating on facade consistency, quality signage, and sensitive environmental graphics. Due to the fact that the majority of the buildings were neo-classic in style, the signing and environmental graphics were designed to reinforce the elegant style and quality of the architecture.



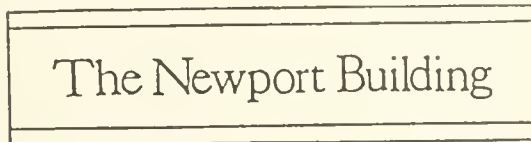
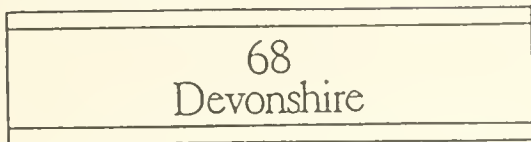
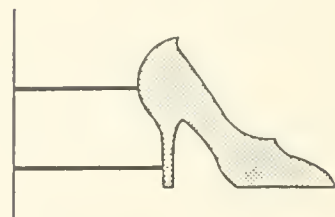
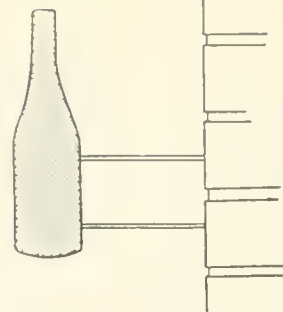
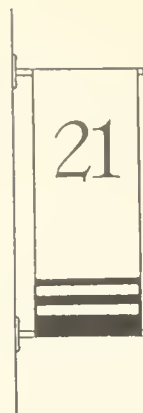




FLAG DESIGN

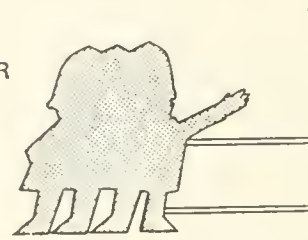


BRACKETED BANNERS

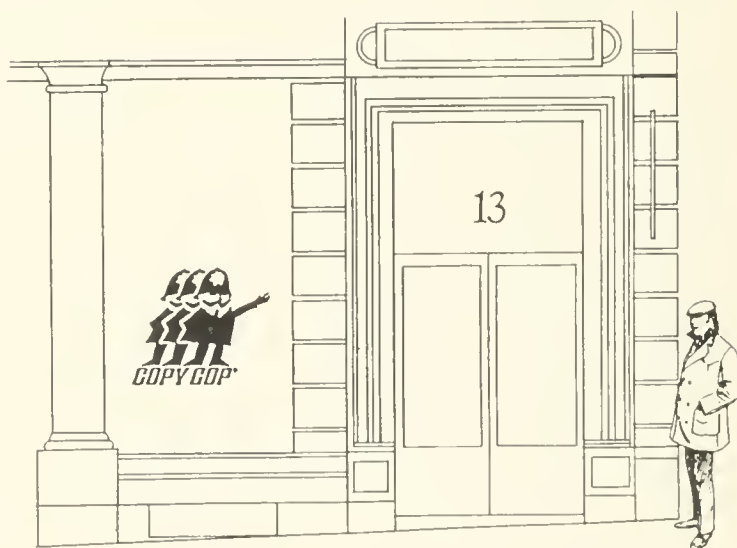
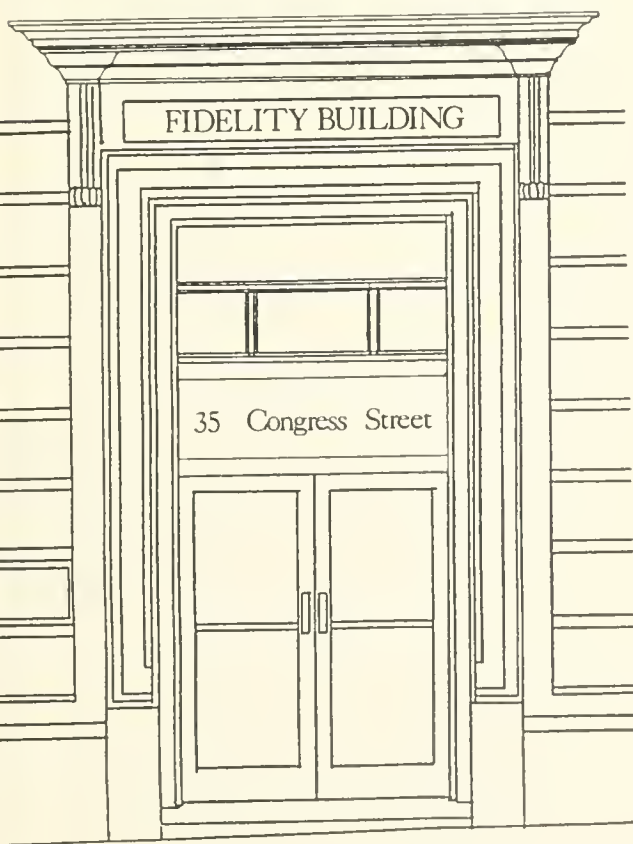


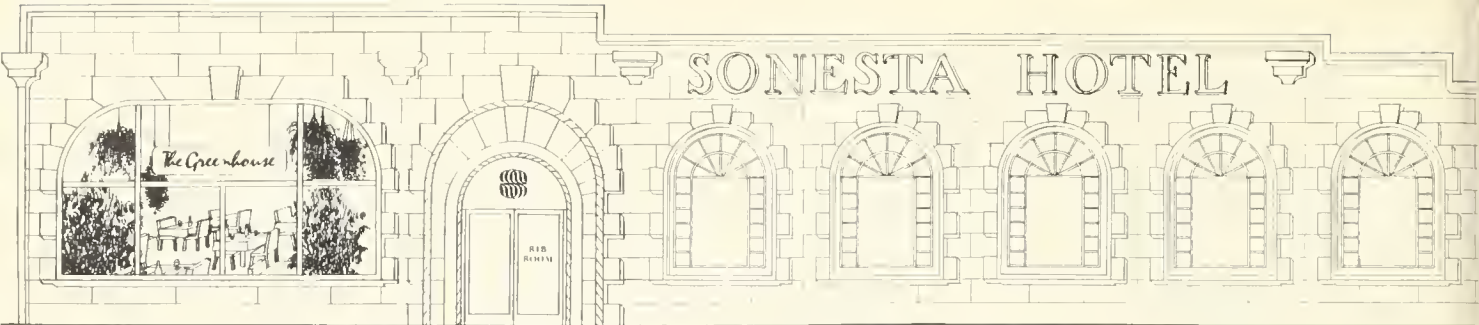
CANOPY: PAINTED ALUMINUM

PROJECTING SIGN:  
MOLDED ALUMINUM  
PAINTED GOLD COLOR



Retail stores were considered as a group and design elements were incorporated which allowed for individual identity while maintaining consistency. These elements included window graphics, projecting silver or gold symbol signs, and wall-mounted signs as well as necessary facade treatments. Entrance canopies were designed for some stores as well as for office buildings. All designs were created with cost-effectiveness as well as elegance and beauty in mind.

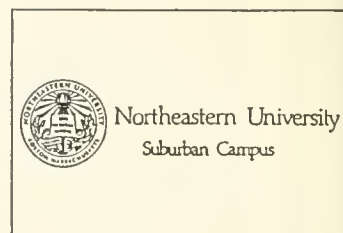
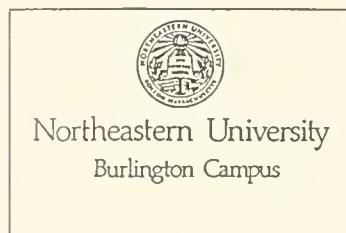
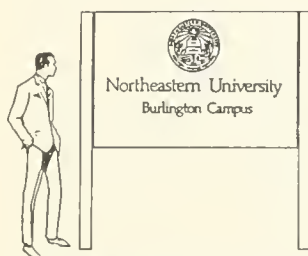




## SONESTA HOTEL: ENVIRONMENTAL GRAPHICS

How do you make a dull drab wall come to life? By painting an architecturally integrated trompe d'oeil (trick of the eye) mural on it! Favermann Associates has been commissioned to assist the Sonesta Hotel Corporation with a large scale environmental graphic at their newly revamped Portland, Maine hotel. Located across the street from the new Portland Museum of Art, the mural will reinforce the style and atmosphere of the hotel. Favermann Associates has been involved with other signage and environmental graphics programs at Sonesta hotels in Bermuda and Key Biscayne, Florida, as well.

Favermann Associates' hotel work has included soft signage for the Sheraton-Boston's new Boylston Cafe and environmental graphics for the swimming pool at the Burlington Marriott Hotel.

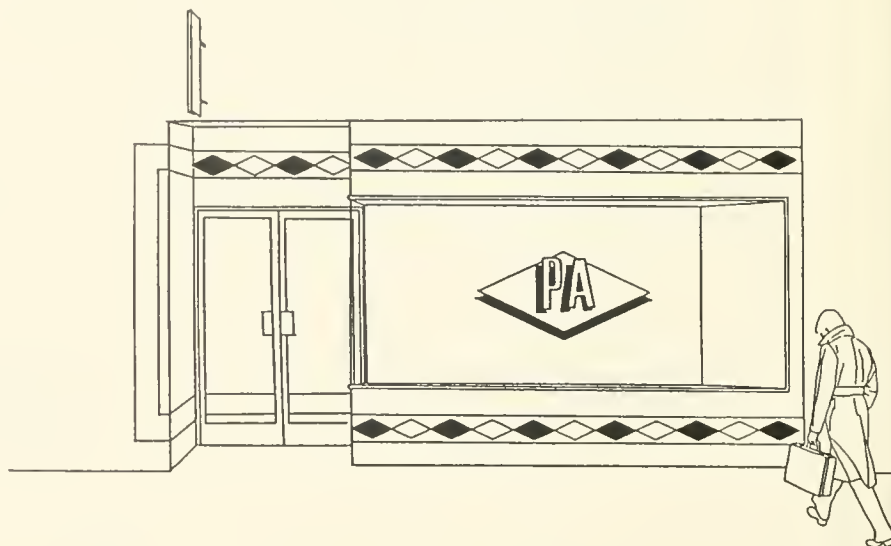


## NORTHEASTERN UNIVERSITY DETAILS

A university campus which includes over 40,000 students and faculty members plus suburban facilities requires clear circulation systems and identification. Northeastern University has contracted Favermann Associates to work with the campus planning office to solve problems of building identification, circulation direction, and environmental enhancement. Favermann Associates is developing a standard signing system to be used for campus continuity. Also, enhancement details for the "Quad" or center campus area, kiosk details, and interior gymnasium wall graphics and banners are being created.

## WHAT IS ENVIRONMENTAL GRAPHIC DESIGN?

Architectural detailing is often the difference between an ordinary project and an extraordinary one. Environmental graphic design is a major architectural detailing consideration. Environmental graphic design is the professional practice of planning, programming, designing and specifying graphic elements for interior and exterior spaces. Environmental graphic elements include signage systems which direct, inform, and regulate. Commercial signs and retail storefronts are major components, as are architectural graphics that enhance spaces. These include wall graphics, murals, banners and flags. Favermann Associates specializes in the discipline of environmental graphic design.



## RETAIL ENVIRONMENTAL GRAPHICS

Shopping mall and retail store environmental graphics and signage can be creative marketing statements or dull and boring non-statements. The storefronts themselves can be image reinforcing design elements. With the advent of new materials (lexan) as well as new uses for older materials (glass block and neon), Favermann Associates has enlarged its pallet to create a wide variety of visual merchandising environmental graphics. Recently, the firm has been working on a prototype video store, facade treatments for a chain of clothing stores, and shopping mall food court signage.

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Boston, MA 02111  
(617) 542-0510  
or  
(800) 447-1048



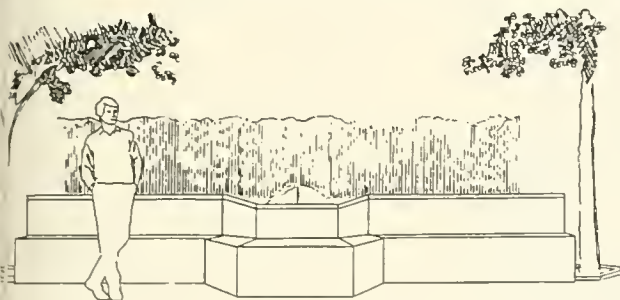
# DIRECTIONS

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• Volume 1, Number 2

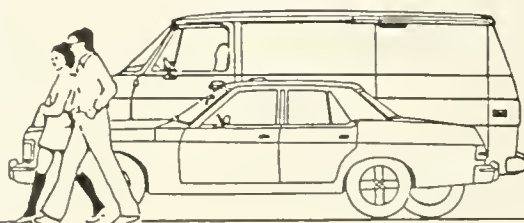
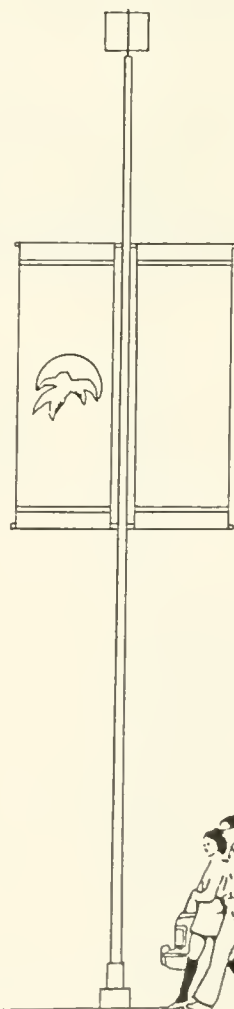
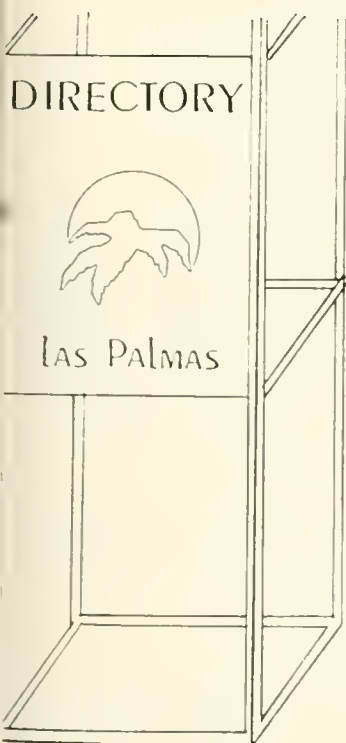
Fall/Winter 1985



## LAS PALMAS UNDERGOING FACELIFT

Shopping centers have been an American phenomenon for the past twenty-five years. Usually located on busy thoroughfares or on strategically located streets, they serve shoppers by their convenience and accessibility. Currently, a large number of shopping centers or strip centers are in need of refurbishing. This is due to age, wear and tear, and even changing times or styles. Favermann Associates has been developing "face-lifting" techniques for shopping centers concentrating on ways in which to add excitement, color, and new interest to these commercial areas.

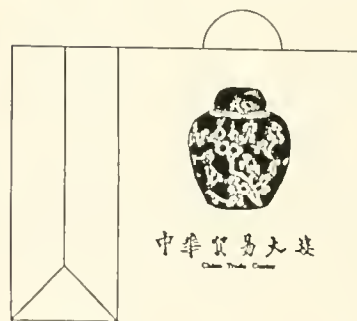
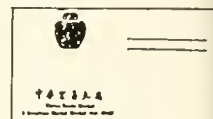
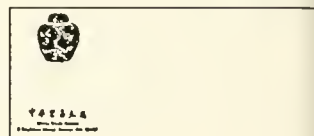
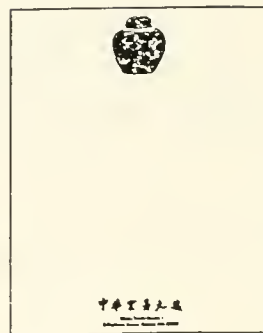
Las Palmas is one such project. Favermann Associates was contracted by Pinnacle Management of San Antonio, Texas to "refresh" and reinvigorate a strategically-located older strip center. The Firm began by designing a new logo and signage to reinforce the new image, clearer entrances, banners, plantings, and pedestrian areas for seating and conversation. Plans for implementation are to take place by Spring, 1986.







# LOGO APPLICATION

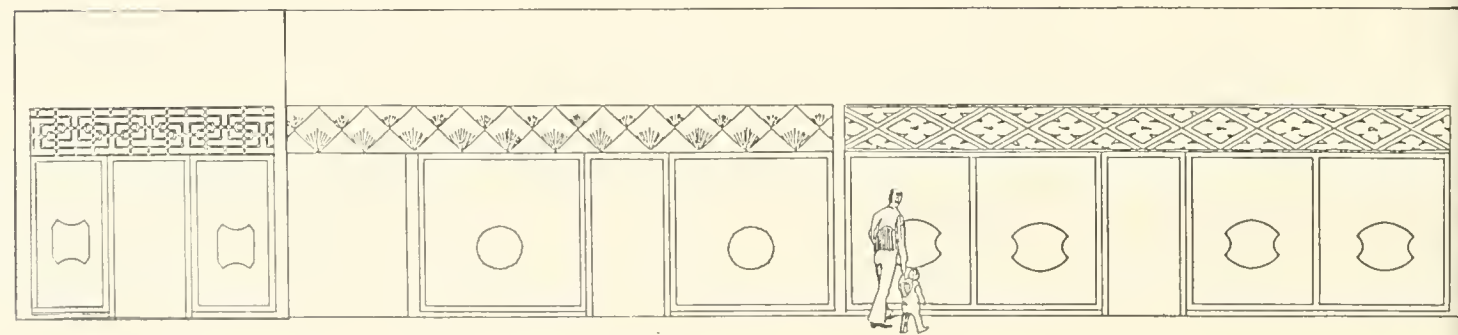


# LATTICE

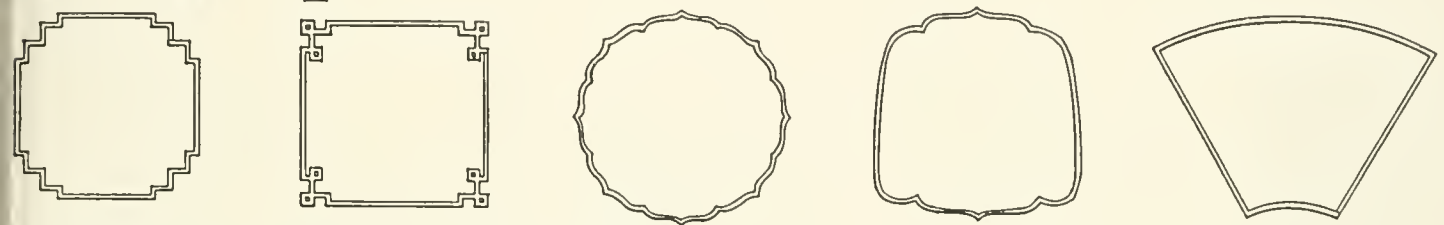


# 中華貿易大樓

China Trade Center



# BOYLSTON BUILDING



## THE CHINA TRADE CENTER SETS COURSE

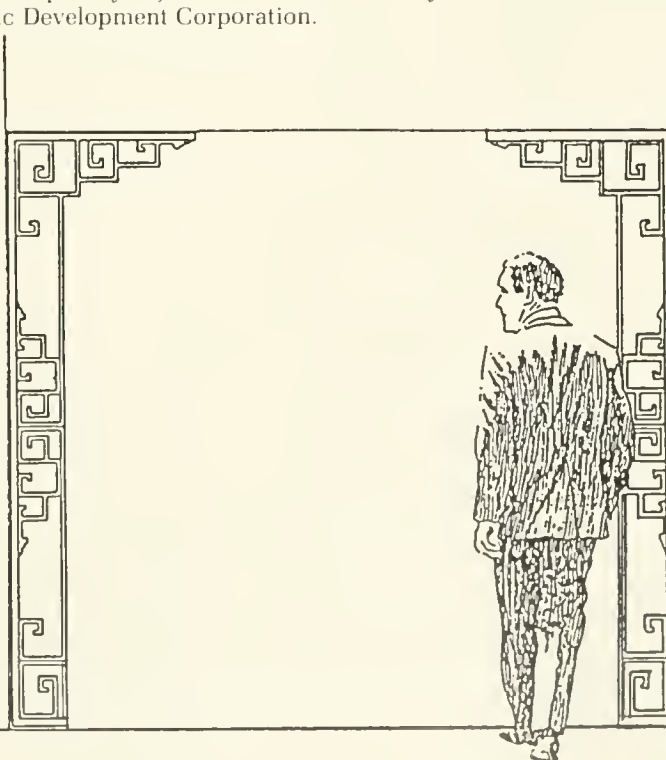
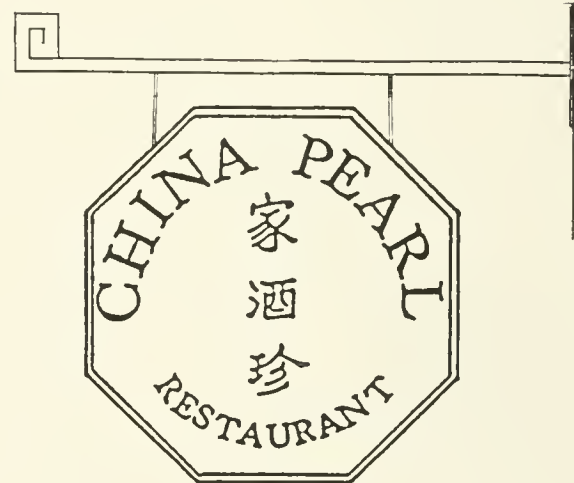
Located in an elegant turn-of-the-century building, the new China Trade Center is the first major step in reclaiming a section of downtown Boston that incorporates a run-down adult entertainment district known as "The Combat Zone." Favermann Associates was retained to create an environmental image and develop architectural details for this multi-use project. The firm used traditional Chinese forms, shapes, ornaments, colors, and calligraphy to integrate classical motifs with contemporary international design elements.

Specific architectural detailing, projecting signage, and window graphics were devised for storefronts and offices. Restaurants and retail stores comprise the lower three levels of the project; offices are on the upper three levels. The office space has a separate entrance and separate identity—The Boylston Building. A separate logo was created for the office building based on existing architectural details and lettering.

Using an image of a Ming Dynasty vase, an elegant symbol was developed for signage, environmental graphics, and flags. The logo also appears on merchandising elements such as posters, shopping bags, and even neckties.

The China Trade Center was developed by a joint venture of The Bay Group and The Chinese Economic Development Corporation.

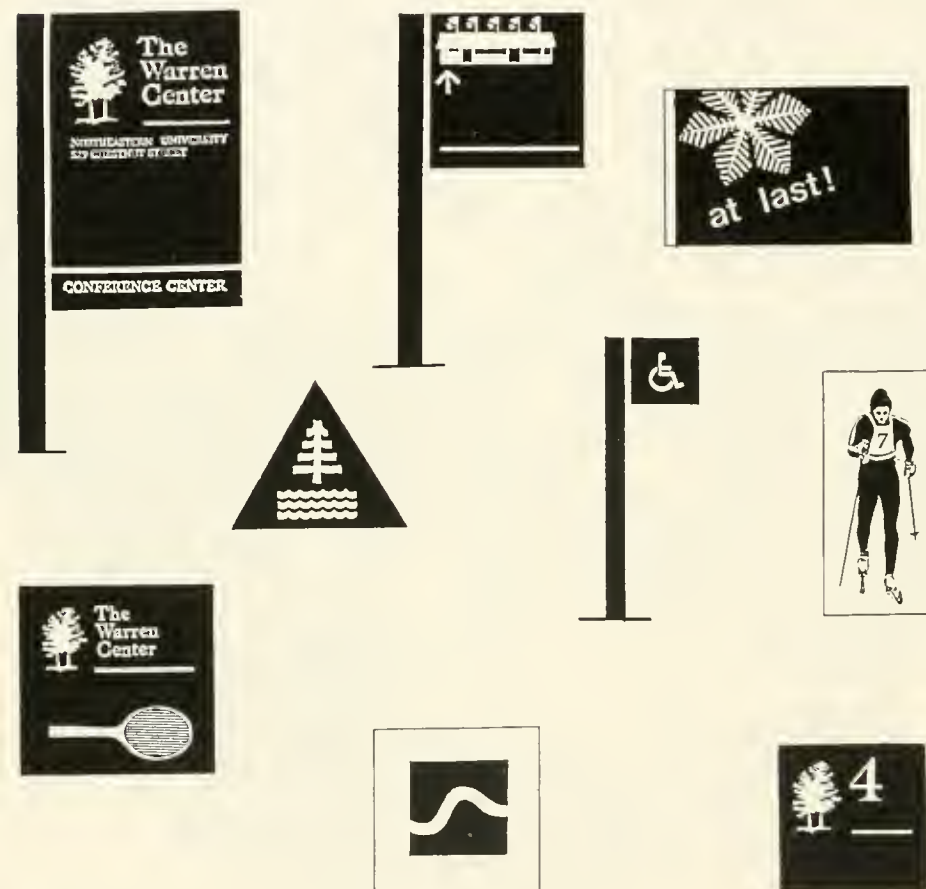
### SIGNAGE





# THE WARREN CENTER CHANGES AS THE SEASONS

Located in Ashland, Massachusetts, The Warren Center is a property of Northeastern University which is used for a variety of activities during the course of the year. All year, it is used as an executive conference center; during the summer, it is used for a youth camp and picnic grounds; and when the snow is appropriate, it is used as a winter cross-country ski resort. Favermann Associates was hired to create a comprehensive, yet consistent signage and environmental graphics program which included general signage, building identification, and flags.



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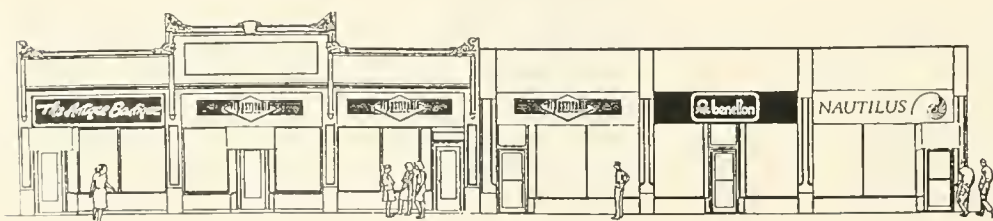


## WHAT IS IMAGE CREATION?

Visual identity is the visible essence of a corporation, institution, or development project. A unified identity which is controlled and clear can provide a positive association and even reinforcement of an organization in the eyes of the employees, customers, stockholders, and the general public. Included in the visual identity are a company's mark, symbol, or logo, colors, and even typeface system. A company's image is based on these design elements and how they are translated in physical application. A unified visual image is created to extend over the entire spectrum of an organization's business systems, promotions, packaging, signage, vehicles, advertising and architecture. Generally, a precise control or standards manual to explain application situations is developed. However, control determines the ultimate success of an image program. Favermann Associates specializes in image creation and visual identity creation.

## URBAN DESIGN MEANS DEALING WITH THE HUMAN PERSPECTIVE

Most western European cities and towns have a charm and appeal to American travelers. Aspects of urban America that are "interesting" and particularly attractive exhibit a similar set of characteristics. A major quality of charming and appealing architectural settings is the proper use of scale. Scale is the relationship of architectural elements to human beings in terms of physical size and proportion. Urban design as a discipline deals with various levels of scale—generally at an urban metropolitan level or architectural level. Human scale is a much neglected area of concern. Human scale is the most accessible physical relationship. At this level—walking down a street, driving slowly in a car, etc., details are clearly seen and flaws are quite apparent. Favermann Associates has had extensive experience in dealing with human scale urban design problem solving. Storefront and facade redesign is a firm specialty.



## THE NEW BOY SCOUT MUSEUM

Favermann Associates was hired to consult with Michael Sand, designer, to create a series of functional, educational, and decorative hanging elements for the new Boy Scout Museum in Kentucky. Mr. Sand is the chief planner for the Museum. Among the designs submitted were participatory knot tying exhibits, "exploded" knapsacks, and soft signage. Slated to open in the Fall of 1986, Favermann Associates has suggested ways for the Boy Scouts to creatively salute their colors.



## The Firm

In a world of increasing specialization, Lebowitz/Gould/Design has firmly resisted the temptation to focus on a single design discipline, and has instead pursued a richly diverse practice.

Our philosophy is grounded in the belief that design incorporates the various stages of production, marketing, sales and public relations. The integration of these interdependent aspects requires expertise in product development, graphic communications, packaging, environmental graphics and interior design.

Because we are fluent in all of these disciplines we can respond to our clients' total design needs. The breadth of our services distinguishes us from the many more specialized design groups and the cross fertilization of disciplines benefits all our clients.

## Project Management

Every project, regardless of size, is assigned a team consisting of a project director and as many designers as required. Each project team is headed by one of the firm's principals, Sam Lebowitz or Sue Gould.

Our services are comprehensive, and include research, surveys, conceptualization, copywriting, design development, production drawing, preparation of camera-ready artwork, specifications and bid documents, and contract administration.

We stay involved from conception through production to ensure the successful realization of initial concepts.

## Personnel & Resources

Lebowitz/Gould/Design employs industrial and interior designers and print and architectural graphic designers. We match the individual talents and skills of our employees with the specific needs of each project.

We engage consultants as required; engineers, copywriters and computer specialists provide the technological backup to our already diverse staff.

We use computer technology for both administrative/project management applications and for computer-aided design. Our project management programs monitor labor allocation for each project phase, enabling us to maintain control over client budgets. Our CAD software supports us in three areas: desktop publishing as a design tool for quick comping, rapid three dimensional modeling for product development, and in the production of contract documents.

With our CAD paint and modeling programs we can generate numerous variations and design studies in a fraction of the time needed when these phases are done manually. And our in-house model-making shop enables us to quickly mock-up both scale and full size studies of design elements.





**Hotels**

Omni Richmond Hotel, Richmond, VA  
Omni Jacksonville Hotel, Jacksonville, FL  
Los Angeles Hilton & Towers, Los Angeles, CA  
Charleston Place Hotel, Charleston, S.C.

**Shopping Centers**

Trump Tower, New York, N.Y.  
Stamford Town Center, Stamford, CT  
Beverly Center, Los Angeles, CA  
Marley Station, Anne Arundel, MD  
Willow Grove Mall, Willow Grove, PA  
Sunrise Mall, Corpus Christi, TX  
Tanglewood Mall, Roanoke, VA  
Columbus City Center, Columbus, OH

**Residential Development**

Riverfront Graphics Program, Detroit, MI  
The West Coast, New York, N.Y.  
250 West 90th Street, New York, N.Y.  
The Eagle Court Apartments, New York, N.Y.  
Metropolitan Living Ltd., New York, N.Y.

**Corporate/Commercial**

505 North Brand, Glendale, CA  
1000 Wilshire, Los Angeles, CA  
Hertz Corporate Facilities Standards  
Citibank Employee Facilities Graphics  
Metro Media Radio Reception Area

**Public/Transportation**

Heritage Trail, New York, N.Y.  
New York City Transit Information Kiosk  
International Arrivals Building - JFK International Airport  
Lincoln Center Directory, New York, N.Y.  
42nd Street/Times Square Streetscape, New York, N.Y.  
Toledo Museum of Art, Toledo, OH

**Restaurants**

Paradise Cafe, New York, N.Y.  
Pasta & Cheese Cafe, New York, N.Y.  
Cafe Vienna, New York, N.Y.  
Wilshire Cafe, Los Angeles, CA  
City Grill, Los Angeles, CA  
Broadway Grill, Denver, CO  
Palmetto Cafe, Charleston, S.C.  
Shaftesbury's, Charleston, S.C.  
Water Colors, Charleston, S.C.

**Retail**

Rizzoli International Bookstore, New York, N.Y.  
MHT Branch Image Enhancement Program, New York, N.Y.  
Bendelacies, Henri Bendel Inc., New York, N.Y.  
Automated Banking Center - Chemical Bank, New York, N.Y.  
Pasta & Cheese Stores, New York, N.Y.

**Exhibits**

Reliance Development, Philadelphia, PA  
Subways, An Underground Exhibition  
Manufacturers Hanover Historical Exhibit  
Hertz - Trade Shows



---

**Project**

Corporate Facilities Standards

**Client**

The Hertz Corporation  
New York, N.Y.

Development of national standards for traffic management and image graphics and compilation of these into a guidelines book, as well as design of pilot installations nationwide. Included building and site identification, traffic directional systems, vehicle identifications, customer guidance and transaction systems, and print and advertising standards.

---

**Project**

International Arrivals Building -  
JFK International Airport

**Client**

Project For Public Spaces,  
New York, N.Y.

Development of graphic orientation and directional sign system for U.S. immigration and customs areas and passenger departures and arrival facilities. (in progress)

---

**Project**

Lincoln Center Directory

**Client**

Lincoln Center for  
the Performing Arts  
New York, N.Y.

Design of a internally illuminated site directory for all performance, educational and administrative facilities.

---

**Project**

42nd Street/Times Square  
Streetscape, New York, N.Y.

**Client**

Mayers & Schiff Associates,  
Architects, New York, N.Y.

Graphic consultant to the project team to create graphic information improvements as part of the overall private and public plan to improve the quality of life in this world famous district. (In progress).

---

**Project**

Rizzoli International Bookstore,  
New York, N.Y.

**Client**

Rizzoli International,  
New York, N.Y.

Graphic identification and directional signage system for the newly completed flagship store for the world renowned book publisher and retailer.

---

**Project**

1000 Wilshire & Wilshire Cafe,  
Los Angeles, CA

**Client**

Reliance Development Corporation,  
New York, N.Y.

Design of comprehensive building and restaurant graphics for 21 story tower in downtown Los Angeles, with six level parking garage and lobby restaurant. (In progress).

---

**Project**

Historical Exhibit

**Client**

Manufacturers Hanover,  
New York, N.Y.

Graphic timeline exhibit tracing history of the 60+ constituent branch banks of the Manufacturers Hanover network and their relationships to metropolitan growth and financial history. Project included research, narrative text graphics and design of flexible traveling system for variety of spaces.

---

**Project**

Branch Image  
Enhancement Program

**Client**

Manufacturers Hanover  
New York, N.Y.

Comprehensive graphics program for redesign of 163 branch bank network, to update interior image and provide customer guidance for circulation and transaction procedures and related collateral material.

---



**Project**

Charleston Place Hotel,  
Charleston, S.C.

**Client**

The Taubman Company,  
Bloomfield Hills, MI

Comprehensive sign program for 487 room hotel with four restaurants, health club, and retail mall. Program included development of graphic images for hotel and restaurants, exterior identification, interior circulation signage and retail tenant sign treatment.

---

**Project**

Stamford Town Center  
Stamford, CT

**Client**

City of Stamford Urban  
Redevelopment Commission and  
Rich/Taubman Associates,  
Stamford, CT

Development of comprehensive graphic orientation program including traffic directional and decorative graphics for nine level, 14 acre downtown site, with parking for 3800 cars.

---

**Project**

Subways, An Underground Exhibition

**Client**

Cooper-Hewitt Museum,  
Smithsonian Institution,  
New York, N.Y.

An international survey of subways, displayed in the subway at 42nd Street/Avenue of the Americas mezzanine. Project included concept development, design and production of all print graphics and signage as well as hardware capable of withstanding the rigors of the subway environment and a two year national tour.

---

**Project**

Republic Bank Tower

**Client**

Republic National Bank  
of New York,  
New York, N.Y.

Comprehensive graphics program for Fifth Avenue world headquarters building, including Fifth Avenue & 40th Street entrance treatments, lobby and retail banking halls, employee cafeteria and executive dining floors.

---

**Project**

Riverfront Graphics Program

**Client**

Riverfront Associates,  
Detroit, MI

Comprehensive image and directional graphics program for 12 acre water-front luxury high rise residential development including marina, health club, 900 car parking structure and residential towers.

---

**Project**

Beverly Center  
Los Angeles, CA

**Client**

The Taubman Company,  
Bloomfield Hills, MI

Comprehensive graphic design program for 1.2 million sq. ft. shopping center megastructure in Los Angeles, including programmable vehicular traffic signage for parking circulation and 3,000 car garage, as well as a decorative and Directional orientation sign program for pedestrians.

---

**Project**

New York City Transit  
Information Kiosk, New York, N.Y.

**Client**

New York City Department  
of Highways, New York, N.Y.

A vandalproof, self illuminated modular signage display. Project included development of message schedule, color coded pedestrian pathfinder signage system for institutional and transit identification, and maps for local bus service.

---

**Project**

Automated Banking Center

**Client**

Chemical Bank,  
New York, N.Y.

Development of customer terminals for "state-of-the-art" automated teller machines. Included product development, corporate graphics and instructional graphics.

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**Project**

Sunrise Mall,  
Corpus Christi, TX

Comprehensive graphic identity for a renovated and expanded shopping center. The program included a site identification logo and entrance pylon, an environmental graphic identity and logo for a food court and site wide orientation and guide signage.

**Client**

Paramount Group, Inc.,  
New York, N.Y.

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**Project**

Tanglewood Mall,  
Roanoke, VA

Environmental graphic program for a shopping center which required the development of a method of heightening the visibility and importance of the mall's food court. The solution utilized an extensive use of neon to display a newly designed food court identity and graphically delineate the pathways into the food court. (under construction)

**Client**

Paramount Group, Inc.,  
New York, N.Y.

---

**Project**

Omni Richmond Hotel at  
James Center, Richmond, VA

Comprehensive graphics program for 263 room hotel identity development for two restaurants and orientation signage within James Center.

**Client**

Faison Associates,  
Charlotte, N.C.

---

**Project**

Los Angeles Hilton & Towers,  
Los Angeles, CA

Interior and exterior graphics program for major downtown hotel renovation, and identity development for new 'City Grill' restaurant.

**Client**

Reliance Development Corporation,  
New York, N.Y.

---

**Project**

Columbus City Center,  
Columbus, OH

Comprehensive graphic identity and signage program for new downtown regional shopping mall interconnecting major downtown facilities and 5500 car connected parking garage with state-of-the-art automated signage system.

**Client**

The Taubman Company,  
Bloomfield Hills, MI /  
Capital South Development,  
Columbus, OH

---

**Project**

Bendel's

Image development and interior design for specialty food department at the exclusive 57th Street store including fixture design and product packaging.

**Client**

Henri Bendel,  
New York, N.Y.

---

**Project**

Metropolitan Living Ltd.,  
New York, N.Y.

Identity program for real estate sales organization, design of lower Manhattan sales offices and development of program of print marketing materials.

**Client**

Rockrose Development Corporation,  
New York, N.Y.

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**Project**

Omni Jacksonville Hotel,  
Jacksonville, FL

Design of comprehensive interior and exterior sign program for 352 room atrium hotel.

**Client**

Faison Associates,  
Charlotte, N.C.

---



**Project**

Pasta & Cheese  
Corporate Identity Program

**Client**

Pasta & Cheese, Inc.,  
New York, N.Y.

Identity design for chain of specialty food stores and restaurants, including store and restaurant identifications, display and printed menus, annual report, packaging and promotional graphics.

**Project**

Toledo Museum of Art

**Client**

Toledo Museum of Art,  
Toledo, OH

Development of graphic identity and its application to all of the Museum's print graphics. In addition, the development of a total interior and exterior guide signage program for the Museum and the University of Toledo School of Design.

**Project**

Heritage Trail,  
New York, N.Y.

**Client**

New York City Department  
of Highways, New York, N.Y.

A three mile self-guided pedestrian tour of historical lower Manhattan. Project included research, narrative text, design of all pictorial graphics, maps, and signs and unique vandalproof display stanchions.

**Project**

Trump Tower  
New York, N.Y.

**Client**

Swanke Hayden Connell Architects,  
New York, N.Y.

Comprehensive orientation/guide signage and retail tenant identification standards for a mixed use 58 story tower which includes a six level retail atrium and shopping arcade.

**Project**

The West Coast,  
New York, N.Y.

**Client**

Rockrose Development Corporation,  
New York, N.Y.

Development of graphic image program for renovated mixed use 382 unit, block square project, including logo, building entrance identification, retail tenant identification treatments, and wall treatments for block long permanent railroad bridge barricade.

**Project**

Employee Facilities  
Orientation Graphics

**Client**

Citibank, N.A.,  
New York, N.Y.

Decorative and directional graphics, including services identification, employee cafeteria graphics, and orientation of services information displays at corporate headquarters.

**Project**

Metro-Media Radio Reception Area  
New York, N.Y.

**Client**

Richard Dempsey Architects,  
New York, N.Y.

Environmental design program centered on the creation of an optical interplay between the corporation's broadcast entities, A.M. and F.M. and included corporate identification signage throughout office facilities.



Lebowitz Gould Design, Inc.

3 West 18th Street  
New York, N.Y. 10011  
(212) 645-0550

Sue Gould

#### Bio Summary

Sue Gould is a founding partner in Lebowitz/Gould/Design, Inc., a multi-discipline design firm providing a full range of integrated services in product design, architectural and print graphics, packaging, and interior design.

Her work has won numerous awards - from Industrial Design Magazine, The Art Directors Club, The Society of Environmental Graphic Designers, and Creativity among others, and has been published in The New York Times, Industrial Design, Interiors, Progressive Architecture, Identity and the AIA Guide to New York as well as in "Women Designers of America" published by IDEA.

A native New Yorker, she graduated from Parsons School of Design and holds a B.S. from New York University with graduate study in Visual Perception at the Graduate Faculty of the New School, New York.

She taught Environmental Design at Parsons for seven years and presently serves as chairman of the Education Committee of the Society of Environmental Graphic Designers.

She is a member of both the American Institute of Graphic Artists and a member of the Board of Directors and Vice President of the Society of Environmental Graphic Designers.





# ARCHITECTURAL GRAPHICS



*Graphic Standards Program  
The Hertz Corporation  
New York, NY*

**W**e create graphic identities for diverse architectural projects including the development of logos, integrated signage systems, and graphic treatments for architectural elements.

Our esthetic is guided by an understanding of the market situation and the special architectural complexion of each project.

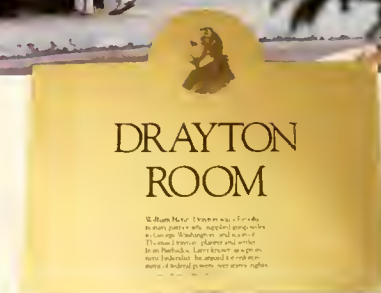
Our concepts are developed in close cooperation with the architectural and interior designers on each project, and thoroughly detailed in bid documents whose clarity and specificity ensure faithful results.

Our services begin with concept development and continue through design and budget development and preparation of fully detailed contract documents and specifications. Our in-

house CAD systems expedite design and production.

Innovative designs are developed in prototype to help evaluate and refine them, giving accurate previews of finished ideas.

Our follow-through includes qualified bidder evaluation, coordination of the construction process, and follow-up of loose ends until all items are satisfactorily resolved.



*Identity & Graphics Program  
Charleston Place  
Charleston, SC*



*Identity Graphic  
White Water Market  
Richmond, VA*



*Identity & Orientation Graphics Program  
Beverly Center  
Los Angeles, CA*



*Restaurant Logo Graphic  
Water Colors  
Charleston, SC*



*Transit Information Kiosk  
NYC Dept. of Highways  
New York, NY*



*Identity & Decorative Treatments  
Cafe Vienna at Bergdorf Goodman  
New York, NY*





*Identity & Graphic Orientation Program  
Trump Tower  
New York, NY*



*Site Identification Pylon  
Marley Station  
Anne Arundel County, MD*



*Historic Marker  
Heritage Trail  
NYC Dept. of Highways*



*Barricade Treatment  
The West Coast  
New York, NY*



*Identity & Orientation Graphics Program  
The Toledo Museum of Art  
Toledo, OH*



*Orientation Graphics  
Manufacturers Hanover  
New York, NY*



*Identity & Menus  
Pasta & Cheese 1-2-3  
South Street Seaport, NY*

*Building Graphics Program  
1000 Wilshire Blvd.  
Los Angeles, CA*







*Food Court Identity  
Sunrise Mall  
Corpus Christi, TX*

We begin every project by listening carefully, because we believe that a project's success is measured not only in the attractiveness of the finished product but in how well it communicates its message, be it a promotional brochure, annual report, or image program.

We approach each project with a fresh eye, establishing the style appropriate to its message and use.

We create memorable images and distinctive identities from individual logos to comprehensive corporate identity programs encompassing architectural and environmental treatments.

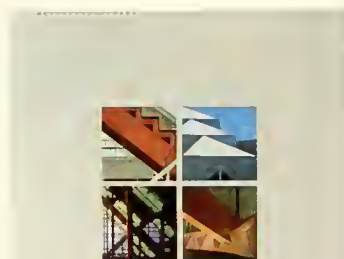
Our services range from budget development and concept sketches through photography and final artwork to printing and production supervision.

We coordinate copywriting, photography, and illustration as projects require. And we can turn around projects quickly with our in-house CAD and desktop publishing systems.

Concepts are presented in realistic comps and dummies, giving an accurate preview of the finished product.



*Poster, Subways Exhibition  
Cooper Hewitt Museum  
New York, NY*

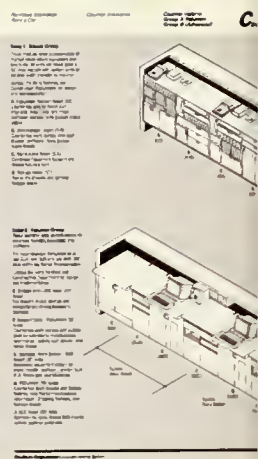
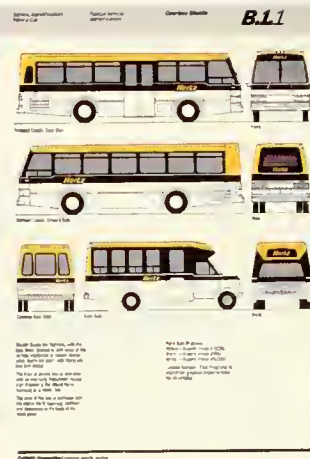


*Promotional Brochure  
Hardy Holzman Pfeiffer Associates  
New York & Los Angeles*

THE  
PALMETTO  
CAFE

*Restaurant Identity  
The Palmetto Cafe  
Charleston, SC*

Corporate Identity Standards  
The Hertz Corporation  
New York, NY



Corporate Identity  
Radio Advertising Bureau  
New York, NY



Water Colors

Collateral Material Standards  
Manufacturers Hanover  
New York, NY

Drinks

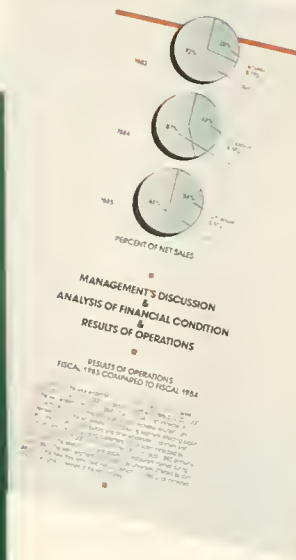
Specialty Drinks			
Strawberry Gallo	1/2 cup Strawberry, 1/2 cup Pineapple, 1/2 cup Orange Juice, 1/2 cup Lemon Juice, 1/2 cup Sugar	1/2 cup	4.50
Dynamite	1/2 cup Vodka, 1/2 cup Orange Juice, 1/2 cup Lemon Juice, 1/2 cup Sugar	1/2 cup	4.50
Teasted Almond			
Peach Margarita	1/2 cup Peach, 1/2 cup Vodka, 1/2 cup Orange Juice, 1/2 cup Lemon Juice, 1/2 cup Sugar	1/2 cup	4.75
Non Alcoholic Drinks			
Strawberry Slings	1/2 cup Strawberry, 1/2 cup Pineapple, 1/2 cup Orange Juice, 1/2 cup Lemon Juice, 1/2 cup Sugar	1/2 cup	4.50
Semino	1/2 cup Vodka, 1/2 cup Orange Juice, 1/2 cup Lemon Juice, 1/2 cup Sugar	1/2 cup	4.50
Island Hopper	1/2 cup Vodka, 1/2 cup Orange Juice, 1/2 cup Lemon Juice, 1/2 cup Sugar	1/2 cup	4.50

Tapas

Medellian or Beef Tapas			
Grilled Lamb Sausage	1/2 cup Lamb, 1/2 cup Sausage, 1/2 cup Salsa	1/2 cup	8.50
Club Chicken Salsa Etc.			
Grilled Shrimp	1/2 cup Shrimp, 1/2 cup Salsa, 1/2 cup Sausage	1/2 cup	9.50
Charito Frito	1/2 cup Sausage, 1/2 cup Salsa, 1/2 cup Sausage	1/2 cup	8.00
Ecuadorian Corn			
Grilled Corn	1/2 cup Corn, 1/2 cup Salsa, 1/2 cup Sausage	1/2 cup	8.00
Bickard Mushroom Bites			
Grilled Corn	1/2 cup Corn, 1/2 cup Salsa, 1/2 cup Sausage	1/2 cup	8.00
Grilled Smoked Chicken			
Grilled Corn	1/2 cup Corn, 1/2 cup Salsa, 1/2 cup Sausage	1/2 cup	8.00
Pancito Peppers with Grilled Sausage			
Grilled Corn	1/2 cup Corn, 1/2 cup Salsa, 1/2 cup Sausage	1/2 cup	8.00

Restaurant Identity & Menu  
Water Colors  
Charleston, SC





Corporate Identity & Annual Report  
Lamberti's Pasta & Cheese  
New York, NY

Sales Brochure  
Metropolitan Living Ltd.  
New York, NY



Shopping Mall Identity, Northlake, Atlanta, GA

### THE REAL ESTATE MATCHMAKERS.

Assuming a "Match" makes a "Matchmaker"? The real estate matchmaker profession is a new and exciting one. It is the art of finding the right property for the right client. The matchmaker is a professional who works with clients to find the right property for their needs. The matchmaker is a professional who works with clients to find the right property for their needs.

**Metropolitan Living Ltd.**

67 East 16th Street, New York, NY 10003

### 43 EAST 10TH STREET

For Sale Of The 14  
Total Floor In The  
Historically Upgraded  
New York City Building

**Metropolitan Living Ltd.**

67 East 16th Street, New York, NY 10003



### THE CAST IRON BUILDING

67 East 11th Street

**Metropolitan Living Ltd.**

67 East 16th Street, New York, NY 10003

### THE VAN RENSSLAER

15 East 11th Street

**Metropolitan Living Ltd.**

67 East 16th Street, New York, NY 10003

# EAGLE COURT APARTMENTS

Residential Building Identity  
Rockrose Development  
New York, NY



Annual Giving Report  
University of Pennsylvania  
School of Veterinary Medicine  
Philadelphia, PA



Corporate Identity  
Madelyn Simon Associates  
New York, NY

**EAB**

Overdraft Checking Account Customers Only:  
Return this portion of the statement with your check or money order.  
Make payable to European American Bank. Please indicate amount enclosed.

Amount Enclosed \$

Checking Account Summary

Previous Statement		Since Your Last Statement		Request No.	
Date	Balance	Debit(s) & Credit(s) (to & from)	Service Charge	Checks & Other Debits (to & from)	
Your Current Balance as of		is		\$	

Account Transactions



**EAB Money Card Banking**

Deposit/Payment Envelope

Please Remember To:

- 1 Use a separate envelope for each deposit or payment.
- 2 Enclose deposit ticket, payment stub or coupon. Endorse all deposited checks.
- 3 Complete all information on envelope. Then seal and place in deposit slot.
- 4 Wait for your transaction record and EAB Money Card.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Account No. \_\_\_\_\_

Total Deposit Payment \$ \_\_\_\_\_

Envelope will be opened in the presence of two bonded bank employees. Verification is subject to the bank's audit.

Cash in envelope? (Do not enclose coins.)  
☐ No ☐ Yes \$ \_\_\_\_\_

Deposit to:  
☐ Checking Account ☐ Savings Account  
☐ Money Market Account ☐ Other \_\_\_\_\_

Payment to:  
☐ Overdraft Checking Credit Account  
☐ Personal Loan ☐ Visa\* Mastercard\*  
☐ Mortgage Loan ☐ Other \_\_\_\_\_

Deposits and payments received after 3 p.m. may be cashed on the following business day.

ATM Program Identity  
European American Bank  
New York, NY

# August

AND COMPANY

Corporate Identity  
August & Company  
New York, NY

## PL/LA RELEVANT PROJECTS:

South Street Seaport, New York, New York : We worked with Project Architects at Ben Thompson and Associates on 5.5 million dollar streetscape and pier design, materials selection, handicapped access in key Landmarks Submission and leasing document phase. This project was a two phased building and street scape effort for the Fulton Fish Market historic district near the riverfront and the Brooklyn Bridge. It was completed in 1985.

Castle Island/Buffer Zone, South Boston, Ma : We provided prime design services for two projects with budgets of \$55,000 and of \$375,000 in this area and were consultants in a third project. The first, larger project , completed in 1982, included saline water conditions testing and a specially designed irrigation system. Our second project, completed in 1987, was a landscape buffer and small waterfront park for Massport adjacent to the Conely Marine Terminal. The third project was a Feasibility Study for the MDC for a Boat House at Pleasure Bay in which PL/LA consulted with David Mehlin, Architect. This was a study for the Division of Capital Planning and Operations for a community boating program structure. The initial proposed site was so " hot" archaeologically that an alternate pier concept in a nearby location was suggested.

Sundeck, Charlestown Navy Yard, Charlestown, MA: This project provided landscape support to the engineering team at Frederic R. Harris working for Raymond Development Corporation on the design and implementation of shorefront deck, walkway, seating, lighting and planting improvements as part of a lease-purchase agreement being reviewed by the Boston Redevelopment Authority and DEQE. The budget for this project is \$150,000 with completion estimated in 1990.

Oak Square, Allston-Brighton, MA: This is a community, grassroots- inspired , open space improvement plan for a small Victorian Era square that functions as the western gateway to Boston on Washington Street. The improvement project is funded by the City of Boston, Edward Ingersoll Browne Fund and the Henderson Fund. There is a project budget of \$345,000 and estimated completion is in 1989.

Renovation of 8 Playlots, City of Boston Parks & Recreation Department: This includes repair and redesign of 8 park play areas in Brighton, Roxbury, and Dorchester, MA. We have had a successful bid for the first portion of the work and had two bidders that came in under the construction estimate for Phase I. Phase II is currently under design and will be bid in early January 1989. The budget for the total project is \$354,000.

Airport Beautification Program, Logan International and Hanscom Field Airports, Boston and Bedford, MA : Designed for Massachusetts Port Authority for completion in 1989. Development of preliminary and final designs and construction period services for several sites at two airports. Total construction budget: \$350,000. Projects include a red granite fountain now under construction and three planting installations. Preliminary designs included schematic models of the fountain at Terminal C and one other design option at Logan Airport.

Central Artery, North Central Section, Charlestown and Cambridge, MA: PL/LA was consulting Landscape Architect to Engineers, Fay Spofford & Thorndike and to Planners, Wallace & Floyd. We provided planting selection advice and modelmaking design services for a complex planting and MDC Riverfront Park along the north bank of the Charles River that included boardwalks, overpasses, walkways, tree planting adjacent to the complex new roadways now under construction and adjacent to the proposed new mixed use housing development in Cambridge. Landscape fee was \$40,000.







Hartford Pedestrian Transit Project: PL/LA is a consultant to Howard Needles Tammen & Bergoff in the design of a 3.5 million dollar transit improvement and streetscape project in the downtown Old State House District in Hartford where commuter buses disperse and pick-up passengers. Improvements will include specialized bollards, tree planting, brick sidewalks and concrete unit paver sidewalks and crosswalks adjacent to the new Northeast Plaza commercial development and Constitution Plaza. Working drawings are presently being produced and projected completion is set 1990 - 1991

Subaru Fanwall Planting, South Boston, MA: This project involved design services through construction supervision for a storage area buffer. The client, Subaru District Corporation implemented this project under a lease arrangement with Massport and it was completed in 1988.

Harbor Gateway, South Boston, MA: Landscape Consultants to Stull and Lee Architects and Planners for Boston EDIC. Landscape Architects for mixed use redevelopment for Meridith and Grew, Inc. Developers. Open space, planting and waterfront design are being addressed. This project is in the design phase with an estimated completion in 1989.

Hanover Street, North End, Boston, MA: Landscape Consultants to Barnes and Jarnis, Inc., for improvements to this historic district street. The street and sidewalk renovations are to be consistent with the tourism, shops and restaurants associated with the area. The estimated completion for this project is in 1989-1990.



# pat loheed • landscape architect

PATRICIA S. LOHEED ASLA

## PROFESSIONAL EXPERIENCE

Pat Loheed is Principal and sole owner of PL/LA. Since 1976 she has maintained a diversified professional practice which emphasizes landscape architecture and planning. Typical projects have included urban park and plaza development, historic site renovations, open space and recreational planning, waste water and pump line site development, camp master planning, as well as planting design for housing and resort developments. She has extensive successful experience with community and neighborhood planning groups and is an expert consultant.

Current clients include: Massport, City of Hartford DPW, City of Boston Parks, DPW, Public Facilities, Department of Transportation, Boston Redevelopment Authority, Boston EDIC, Town of Watertown, Northeastern University, Digital, Boston Housing Authority, Subaru of New England, DCPO, the MBTA and various private developers.

Prior to founding PL/LA in 1976, Ms. Loheed was principal in the firm of Loheed & Horne Architects, Inc., which completed architectural projects in excess of four million dollars between 1972 and 1975. She also served as Property Development Specialist for the Girl Scouts USA Region 1, covering the nine northeastern states and Puerto Rico, serving sixty-five corporate, non-profit clients with multiple recreational/camping sites and program centers for six years.

Prior to 1970, Ms. Loheed served as Town and Recreation Planner for the Regional Planning Commission in Augusta, Georgia, completing facade and parking studies for eleven communities and park proposals for an historic canal site including 865 acres of Savannah River waterfront. Ms. Loheed also worked for planning and urban design firms in Michigan from 1965-68, functioning as Landscape Architect on the Detroit Medical Center Urban Design Team; as Staff Designer working on the Michigan Community College system master plan; as Urban Beautification Planner and Landscape Architect for a number of small community revitalization and urban renewal projects.

## PROFESSIONAL ORGANIZATIONS/ AFFILIATIONS

Ms. Loheed is a past president of the Boston Society of Landscape Architects, a regional chapter of the American Society of Landscape Architects and is past Vice President and Program Chair. She is a faculty member, Work Curriculum Committee member, Continuing Education Committee member and Thesis Advisor at the Boston Architectural Center, having taught there since 1972. She was a member of the Boston Globe Symposium planning group for the Boston Conference in April, 1984. She has served on the DEM's Town Greens and Commons Advisory Panel and currently on the Olmsted Advisory Committee and on the board of the Watertown Children's Theatre. She has contributed as Chairperson to several local committees, including the Watertown Square Revitalization Committee.



ACADEMIC  
AND RESEARCH  
EXPERIENCE

Boston Architectural Center, 1972-present: Natural Systems Analysis , Campus Planning Studio, Design For Children Studio, Introduction to Landscape Architecture Studio/Workshop, Planting Design Studio (current); Work Curriculum, Continuing Education, Thesis, Exhibition Committees and Thesis Advisor.

Harvard Graduate School of Design, Continuing Education, 1983-84: Introduction to Landscape Architecture.

Massachusetts Institute of Technology, 1979-80, Teaching Assistant: Site Planning with David Lee, AIA and Neighborhood Planning Seminar with Tunny Lee, Architect and Rob Hollister, Planner.

Other Teaching, 1970-76: Rutgers University, Syracuse University, Cornell University, Yale School of Forestry, Harvard Graduate School of Design - studio offerings and research on camp planning and programming while with the Girl Scouts, USA.

## EDUCATION

PhD. Studies, Massachusetts Institute of Technology, Department of Urban Studies and Planning, 1979-80.

MLA Harvard Graduate School of Design, 1970.

BSLA University of Michigan, 1965, College of Architecture and Design.

The Ohio State University, College of Engineering, Studies in Landscape Architecture, 1961-63.

## REGISTRATION

Massachusetts, Registered Landscape Architect No. 328  
Michigan, Registered Landscape Architect No. 424

## JURIES

Town Greens and Commons Design Selection, 1985  
Massachusetts Horticultural Society, Community Gardens and Urban Landscape Awards, Flower Show Judge.  
Associated Landscape Contractors of Massachusetts, Henry David Thoreau Award.  
Massachusetts Council of Arts & Humanities, Rural Design Assistance Program 1988

## AWARDS

AIA Design Award, New England Regional Council, 1987  
Annie Maxim House, Rochester, MA. Collaboration with KJA Architects, Somerville, MA.  
New Hampshire Tomorrow, Planning Study, NEA 1970  
Honorable Mention, Michigan Roadways Competition 1968





# pat loheed • landscape architect

RESUME OF ANNETTE GERARDI

SENIOR LANDSCAPE STAFF

## PROFESSIONAL EXPERIENCE

Ms. Gerardi has worked as a senior designer and has also worked in graphic production at PL/LA since May 1987. Projects include: Watertown Gateway Street Tree and Improvements Project, Watertown, MA; South Street Housing and Fountain Hill Housing Site Improvements, Boston, MA; Renovations of 8 Boston Playlots; Hartford Pedestrian Transit Project; Oak Square Park in Allston-Brighton and a number of other housing site developments. Prior to joining PL/LA, Ms. Gerardi worked in West Germany for: Büro für Landschaftsplanung and Freiraumplanung, Landscape Architects, providing habitat mapping and data collecting for a state research project "Ecological Planning Concepts for Rural Areas", 1985; she worked for the City Department for Park Management and Recreation and for the County Department of Environmental Protection and Landscape Planning, Karlsruhe, 1984, producing rooftop garden designs, traffic reducing projects, playgrounds, and street tree planting; she also worked for Gehr's Florafarm Nurseries and Landscape Contractors, Durmersheim, 1981-82, obtaining comprehensive knowledge and experience in plant material maintenance and construction technologies.

## EDUCATION

Diplom-Ingenieur (B.A.) in Landscape Architecture, Fachhochschule w2Nurtingen, West Germany, February 1987.

Boston Architectural Center, Landscape Architecture courses, 1987 to date.

University of Zurich, BDA Seminars, Switzerland, 1985.

University of Munich, BDLA Seminars, Weihenstephan, 1983.



# pat loheed • landscape architect

RESUME OF THOMAS C. SCHROEDER

SENIOR LA STAFF &  
HORTICULTURIST

## PROFESSIONAL EXPERIENCE.

Mr. Schroeder has had responsibility at PL/LA for production management and construction period supervision for a variety of large and small projects. These have included: the South Street Seaport Landmarks Submission, Massport - Castle Island Conley Terminal/Buffer Zone, Hopkinton Housing Authority, 164 Prospect Street, Belmont, Watertown Gateway Project, Newton Centre Parking Lot Improvement Project, Pittsfield Housing Authority Site Development, Airport Beautification Program at Logan and Hanscom Field for Massport which includes a 27 foot granite fountain at Terminal C (Delta, TWA and United), The Baldwin Avenue Playground, Milford Waste Water Treatment Facility and numerous commercial projects.

Schroeder is also an expert model maker and the firm has produced complex landscape and sketch models for community participation and for use as design tools. The most elaborate of these was a section of the proposed Central Artery and Charles Riverfront Park in Charlestown and Cambridge in 1987.

Prior to joining PL/LA in 1981, Schroeder worked in plant production and greenhouse management in Ohio, Florida, Massachusetts and in Holland. He is pursuing part time studies in Landscape Design at the Radcliffe Seminars Program.

## EDUCATION

B.A. in Horticulture, The Ohio State University, Columbus, Ohio, 1978.

Radcliffe Seminars Certificate Program, Cambridge, MA 1982-present.

Boston Architectural Center, course work in graphics and design.

Harvard Graduate School of Design, Continuing Education, Interior Plantscaping Studio.  
Computer Three-dimensional Sketching.

## PROFESSIONAL ORGANIZATIONS

American Society of Landscape Architects, Radcliffe Chapter.

Associated Landscape Contractors of Massachusetts.



# pat loheed • landscape architect

RESUME OF JANET CAPUTO

JR LA STAFF

## PROFESSIONAL EXPERIENCE

Ms. Caputo has worked as a designer at PL/LA since March 1988. Work includes the development of detail drawings for the Old State House Transit Plaza , Hartford, CT; design development of the Charlestown Sundeck, Charlestown, MA, which is subject to review by the Boston Redevelopment Authority; and Libby Mountain Estates, Conway, NH. She has provided design development work on streetscape design for Hanover Street in Boston's historic North End and on Washington Street for the MBTA and Boston's Public Facilities Department. She has also provided production support for the renewal of eight Boston Playlots now under construction.

Prior to joining PL/LA, Ms. Caputo worked in graphic production and design support for several LA firms, including RLO Design, Paul C. K. Lu Associates, and Francis Spinks Associates. Previous work experience also in floriculture and retail operations. Other work experience includes work as a tour leader, accountant, and career education researcher. Project experience while at the Conway School includes on campus planning for a special needs teaching farm with the Learning Clinic, Brooklyn, CT and the Miller's River Self-Help Network for cluster housing schemes in Athol, MA.

## EDUCATION

MFA in Landscape Design, Conway School of Landscape Design, Conway, MA, 1987.

Boston Architectural Center, Studies in Landscape Architecture, design, planning, construction, graphics, 1985-86 and plant materials courses at the Arnold Arboretum currently.

BA in Education, University of Massachusetts, 1977.





# pat loheed • landscape architect

RESUME OF KELLY DENISON

JUNIOR LA STAFF

## PROFESSIONAL EXPERIENCE

Kelly Denison has worked at PL/LA since June 1988. During that time she has worked on production for the Hartford Pedestrian Transit Project, (a 3.5 million dollar streetscape project in Hartford's Old State House District); on renovations of 8 Boston Parks Playlots that are now under construction; on several housing sites including Mill Street (165 units in East Haven, CT) and on a courtyard planting in a new dormitory complex for Northeastern University. She has also provided interior plantscape design for the Owens Office Complex in Everett and worked on buffering plantings for Subaru of New England's South Boston facility.

Her prior work experience includes an internship during the summer of 1987 in Redwood City, California at "Special Gardens" which involved landscape layout and care on private estates in the Bay area. In the summer of 1986 she worked for a private grounds maintenance company in the Morgantown area of West Virginia. Other work experience includes quality control and distribution of toy products at Channelcraft Distribution in West Virginia and sales management at Wildwater Wetsuit Rentals for rafting tours on the Cheat, Tygart, and Youghiogheny Rivers in West Virginia, Pennsylvania and Maryland.

## EDUCATION

BSLA , West Virginia University, Morgantown, WV 1988



# pat loheed • landscape architect

RESUME OF WENDY B. MALAMUT

MARKETING ASSISTANT

## PROFESSIONAL EXPERIENCE

Ms. Malamut has been responsible for marketing and production support at PL/LA since joining the firm in the fall of 1988. She is responsible for written and graphics support and for public relations contacts and coordination. Since joining the firm she has worked on open space design projects such as the Boston Playlots Project, Oak Run/Westport Island, ME, Oak Square and several condominium projects.

Prior to joining PL/LA she worked as the Assistant to the Director, at The Nature Conservancy, Albany, NY and as an intern at the Massachusetts Department of Environmental Management working on "Guidelines of Operation and Land Stewardship". She has prior non-professional work experience in floral design, horticulture display, data entry and customer relations.

## EDUCATION

BA in Biology-Philosophy, Skidmore College, Saratoga Springs, NY 1987

Continuing Education Classes in Art and Design, Boston Architectural Center 1987 and New England School of Art and Design 1987-1988

Career Discovery Program, Landscape Architecture, Harvard Graduate School of Design, Summer 1987

## AWARDS

Phi Beta Kappa, Periclean Honor Society,  
David Lester Award for Outstanding Achievement in Biology, Skidmore College  
Burnham Prize for Achievement in Art, Choate Rosemary Hall



Cecilia Soriano-Bresnahan  
51 Winthrop Road  
Brookline MA 02146  
(617) 5656-7853

### Professional Highlights

- + Responsible for marketing, producing and managing projects and services to client companies for the Boston Communications Group. (Doubled number of client-contracts every year since 1986.)
- + Demonstrated success in development, management and administration of cultural and artistic programming for theater and television.
- + Management and administration of financial services to 21 major national and international corporate clients at Bank of Boston generating fees over \$3 million annually.
- + Demonstrated success in developing and marketing new programs to meet an established need, in recruiting and developing staff, in writing curriculum, in developing and managing staff training programs, in writing and monitoring budgets of \$1 million per year and over.
- + Management in designing, staffing and fundraising for innovative educational and artistic programs in Boston.

Skills in leadership... communications: tv production and on-air  
hosting...marketing...planning & organization...creative problem  
solving...supervision

Dec 1985-present Partner, Boston Communications Group. Responsible for new business development; for production oversight of all BCG projects, print and electronic; for managing Company's business plan and cash flow; for designing Company's organizational plan.

Sept 1986-present Producer and Co-Host, WBZ-TV, Channel 4. Responsible for all aspects of preparation for CENTRO, a new half-hour weekly magazine style show of general interest to the Hispanic community (as well as the larger community, since the show is subtitled). Variety of topics presented regularly: politics, health, education, business, consumer affairs, as well as arts & culture.

Jan 1986-Aug 1986 Producer, WBZ-TV, Channel 4. Responsible for all aspects of preparation for NOSOTROS, a one hour weekly show of general interest to the Hispanic community in Boston.

1982-1985 Shareholder Services Division, Senior Account Officer, Bank of Boston. Responsible for administration of 21 major East Coast and West Coast corporate accounts with assets totaling up to \$5 billion. Client portfolio, which included high tech, manufacturing and banking corporations, generated more than \$3 million annually for the Division.

1979-1982 Boston Public Schools, Project Director, Title VII Project, Managed 27 professional educators, 6 support staff in the delivery of federally funded bilingual program services to 20 secondary schools. Managed all fiscal and budgetary matters for 4 program budgets averaging approximately \$1 million per year. Established and maintained project relationships with state and federal agencies.





**1977-1979** Project Coordinator, Title VII Theater Arts Program, Boston Public Schools. Designed multicultural bilingual Theater Arts program. Identified, developed and managed 10 professional artists, 2 support staff, servicing 450 secondary school students in 13 Boston schools. Designed and directed the writing and production of 5-volume Arts in Education curriculum entitled "Making Magic".

**1973-1977** Mayor's Office of Cultural Affairs, Boston. Curriculum Director, Arts in Education Program. Initiated, designed and coordinated production of bilingual multicultural arts materials. Recruited, trained and managed staff of 12. Producer, Latin American Theater Festival. Designed and produced the first professional series of Latin American Theater in Boston. Negotiated contracts with 10 professional theater companies from New York, Washington, D.C., Texas, Puerto Rico, and Boston. Producer, Hispanic Theater Company of Boston.

### Consultant experience

**1974-present** Conference and seminar leader on the following topics:  
The Communications Process, Policy & Planning, Fund Raising, Marketing Strategies, Program Evaluation, Bilingual Education, Curriculum Development, Multicultural Awareness, Community Organization, The Arts and the Creative Process.

### Education

**1985** Williams College, New England School of Banking  
**1977** Boston University, M.Ed., Concentration: Curriculum Development  
**1973** Boston University, B.A., Major: English Literature  
**Other Graduate Courses:** Harvard University and Boston University: in Financial Management, Marketing, Communications, Management and Supervision, Reading, Language and the Arts.

### Affiliations

Member of Board of Directors of: ARTS/BOSTON, THE BOSTON HARBOR ASSOCIATES

### References

available upon request

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3 9999 06314 920 5

WATERFRONT  
F273  
1989

AUTHOR

TITLE

HARBORWALK-PHASE 1  
SIGNAGE SYSTEM

DATE  
LOANED

BORROWER'S NAME

